Summary

First Time Visitors Study

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SUMMARY OF FIRST TIME VISITORS STUDY

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HONOURABLE BILL REID
MINISTER

SUMMARY OF FIRST TIME VISITORS STUDY

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Sorry, we goofed!

The graphs on page 44 (California Activities) and page 51 (Oregon Activities) are unfortunately inserted in the wrong place and should be interchanged.

SUMMARY OF FIRST TIME VISITORS STUDY

I INTRODUCTION

In the Summer of 1986 Tourism British Columbia commissioned Marktrend Marketing Research to conduct an extensive evaluation of the travel behaviour and attitudes of first time visitors to British Columbia. The study's overall objective was to assist Tourism B.C. in obtaining first time visitors' (or those who have not visited B.C. in the last 5 years) perceptions of B.C., aside from Expo, as well as the likelihood of their return to B.C. in the future.

Two stages of primary research were employed to meet this objective. The first stage consisted of twelve focus groups conducted at the British Columbia Discovery Pavilion on the Expo site. These focus groups represented travellers from all areas of California, Southern Ontario, parts of Washington State, Oregon, as well as areas of the Prairie Provinces. The focus group results provided qualitative data necessary for the design and implementation of the second stage of research.

Stage two consisted of 807 in-depth telephone interviews with visitors recruited on the Expo site once they returned home. These visitors were from California, Eastern Washington, Oregon, and Southern Ontario, and represented the areas which the focus groups revealed were potential markets for Tourism B.C.

A description of the study's objectives and methodology are included in this report prior to the results of the survey. The survey results are presented by the before mentioned areas, so as to better examine each potential market area.

II OBJECTIVES

The focus of the B.C. Visitors research was the visitors' experiences off the Expo site during the July - September period. Specific objectives within this focus are as follows:

- To determine the motivations for travel and destination selection for first time visitors to B.C.:
    a) why they travel
    b) where they travel
    c) when they travel
    d) what they do on vacation
    e) what they saw, felt, experienced
- To determine what these travellers wanted in a vacation and what they got.
- To determine the potential of B.C. to provide these products to attract repeat travellers.
- To evaluate the perceptions of first time visitors with respect to pre and post trip, their expectations, levels of satisfaction, intentions to return and intention to visit other parts of the province on this trip and future trips.
- To obtain information on this travel group that will meet the study's objectives for future marketing strategies.

III METHODOLOGY

a) Focus Groups

Twelve focus groups were conducted on the Expo site at the British Columbia Discovery Pavilion. The groups consisted of visitors from all areas of California, Eastern Washington, Oregon, Southern Ontario, and some areas of the Prairie Provinces. These visitors had never been to B.C. before or had not been to B.C. in the past five years. The purpose of the focus groups was to provide qualitative research required to develop the most efficient and appropriate telephone interview questionnaire. Topics of discussion in the focus groups were:

- What attracted them to B.C. (other than Expo)?
- Why they had not visited before?
- What they expected from B.C.?
- What they:
  - got
  - saw
  - felt
  - experienced
- If they would return, why, where, when?
- How they would describe B.C. to others?

Respondents for the discussions were recruited the day prior to the group. They were approached, screened for specific qualifications, and invited to attend the next mornings discussion.

The discussions were held on the mornings of Tuesday, July 22 to Tuesday, August 12. The respondents for each group represented a specific region of potential visitors. The areas of residence included:

The Seattle/Tacoma Area
The Los Angeles Area
Edmonton
Metro Toronto
The San Francisco Area
Regina and Saskatoon
The Spokane/Tri-City Area (Richland, Pasko, Kenawick)
Southern Ontario
Other California (including San Diago, Bakersfield, Sacramento)
Calgary
Portland, Eugene

b) Telephone Survey

Between the dates of August 19 to September 9 eight Marktrend interviewers recruited first time visitors to B.C. (including those who have not visited B.C. in the past five years) at the Expo site. Approximately 120 recruits were obtained per day in order to generate 12 completed interviews from each day of interviewing. If qualified and willing, the visitor would be called at home once they returned from their holiday for a six to eight minute interview.

The interviews were conducted from Marktrend's Central Telephone Facilities in Vancouver from August 28 to September 17, 1986. This resulted in 807 completed interviews at the end of this time period.

Upon completion all interviews were hand edited and coded. A random sampling of minimum of 15% of all completed interviews were verified to ensure strict quality control. The responses were then key punched and computer analysed using SPSS, the Statistical Package for the Social Sciences.

SAMPLE CHARACTERISTICS

Geographic Boundaries

The samples for the telephone survey were drawn from the following selected geographic boundaries:

SOUTHERN ONTARIO

Other Southern Ontario

Includes all of Southern Ontario, excluding Toronto CMA. Boundaries for the division of South from North followed an imaginary westward line bordering on the following cities: beginning at Kingston, to Newburgh, Norwood, Beaverton, across Lake Simcoe to Barrie, Collingwood to Rockford, and finishing approximately 5.2 kilometers north of Southhampton.

Toronto

Includes all of the Toronto Census Metropolitan Area as set down by Statistics Canada.

EASTERN WASHINGTON

Includes all of Washington State, east of the Cascade Mountain Range, therefore, does not include Seattle or any of the coastal cities.

OREGON

Includes anywhere in the state of Oregon.

CALIFORNIA

Northern California

Includes all of California, excluding San Francisco S.M.S.A., north of an imaginery westward line which borders on the following cities: beginning at San Luis Obispo to Corcoran, Talare through Kings Canyon National Park to Aberdeen, from Aberdeen to the California-Nevada state border approximately 32 kilometers south of Oasis, California.

San Francisco and Area

Includes all of the San Francisco Standard Metropolitan Statistical Area as set down by the U.S. Bureau of the Census.

L.A. and Area

Includes all of the Los Angeles Standard Metropolitan Statistical Area as set down by the U.S. Bureau of the Census.

Southern California

Includes all of California, excluding L.A. S.M.S.A., South of the West-East line as defined in the Northern California explanation. (See first paragraph under California sub-title.)

Statistical Significance

The error factors* for each of the sub-samples are as follows:

	BASE	Error Range % 95% Confidence Interval
Ontario		
Other Southern	100	4.4% to 10.0%
Toronto	104	4.4% to 10.0%
Southern Ontario	204	3.1% to 7.1%
Eastern Washington	100	4.4% to 10.0%
Oregon	100	4.4% to 10.0%
California		
Northern	101	4.4% to 10.0%
San Francisco	100	4.4% to 10.0%
Los Angeles	100	4.4% to 10.0%
Southern	102	4.4% to 10.0%
Total California	403	2.2% to 5.0%

* The error ranges above are calculated assuming strictly random samples. As the sampling for this study (conducted outside selected pavilions) was not a strictly random sample of all visitors to the fair from the above regions, the theoretical confidence limits may be slightly higher than the above estimates indicate.

IV CONCLUSIONS AND OBSERVATIONS

This section outlines the major conclusions that can be drawn from the various portions of the study.

1. Canadians spent more of their holidays in British Columbia than Americans, probably due in part to the use of air as their travel mode and due to the visiting Friends and Relatives (VFR) characteristic of their trip. Californians spent the least amount of their holiday in British Columbia, however, they showed greater tendencies to tour the province.

   The American Expo visitors only stayed to use their three-day pass to the site and then returned home almost immediately. This indicates that Vancouver and, to a lesser extent, Victoria were the recipients of any benefits generated by Expo.

   The high levels of satisfaction with their visit experience in "Canada" suggests that although they spent little time exploring Californians could be attracted to return to tour the Province. This conclusion is also supported by results of the questions pertaining to intention to return.

   Ontarians will be more difficult to persuade to return due to the perceived magnitude of the trip. Many had amalgamated a family oriented occasion or other non-tourist related events into their trip to "amortize" the cost over more than just Expo. The extended length of their trip and the distance travelled demands a substantiated cash outlay which made this a "major" holiday.

   Oregonians and Eastern Washingtonians made "flying" visits but were very satisfied with their stay. The Oregon visitors indicated that they came directly here, unlike the Californians who toured the Northwest. The distance from Oregon to Vancouver surprised many who had previously considered the drive to be excessive. Eastern Washington and

Oregon residents had the least knowledge of B.C. as a tourist destination, for their orientation is south to the Sun. Expo was the catalyst to bring them north.

2. Eastern Canadians mentioned the mountains and the coast as major components of the scenic attraction of the area, whereas the Western Americans were unlikely to mention either. The visitors from the U.S. were more likely to mention the quality of the environment, the overall scenery and the foliage and greenery.

   The Americans also stressed the people aspect much more than Canadian visitors. They were surprised that their welcome was as cordial and friendly as it was. Perhaps they expected Canadians to be cold and aloof or they perceived their Canadian experience would involve solitary activities where people contact would be secondary.

3. The American visitors did not refer to British Columbia as their destination, but to Expo or Vancouver, Canada. Although they are aware of the province's name they refer to the country generically rather than the province.

4. Victoria and Vancouver Island are preferred destinations for Americans due to the perceived foreign imagery. Many of the Californians had made specific plans to visit the Island prior to leaving home. Butchart Gardens was mentioned very frequently by the Western Americans.

   Their awareness of the remainder of the province was negligible, although references to fishing and hunting trips and to hiking in the unspoilt wilderness were frequent.

5. The San Franciscan visitors and, to a lesser extent, those from Los Angeles were seeking more of an urban experience, exploring museums, aquariums and the like. They were also very interested in shopping for articles not readily available in their home areas.

6. Vancouver and Victoria are perceived by the Californians and Oregonians as being part of the Northwest, however, Seattle is not as attractive a tourist destination. A Fly/Drive package from California including Seattle and Vancouver and Victoria held some attraction for the California visitors for it removed the two to three days of driving necessary at the beginning and end of their holiday.

   Eastern Canadians showed a higher degree of interest in a Fly/Drive program that included Calgary and Vancouver. Their awareness of the trip through the Rockies and their attraction to mountain scenery made this package appealing.

7. The preferred time of the year to visit B.C. remains the Summer, however, there was a strong indication that Oregonians and Northern Californians (including San Francisco) would be amenable to considering a Fall trip. They perceive the travelling is worth the enjoyment of the autumn here. Torontonians would visit in the Winter for skiing, but no other group showed any interest in this type of vacation.

8. Most of those visitors who plan to return will make their bookings prior to leaving. Americans are more likely than Canadians possibly due to a lack of awareness and hence confidence in obtaining accommodations.

9. Eastern Canadians and Americans alike are attracted to public gardens, marine exhibits, and live theatre. The urban Californians are more likely to find cultural attractions more interesting.

V RESULTS PRESENTATION

The results of the study are presented in three sections. Section A presents the results of the focus groups discussion, Section B compares the responses from all eight zones included in the telephone survey, and Section C summarizes the results from the telephone survey by geographic zone.

When the survey results are compared to the qualitative responses from the focus groups there were few, if any, substantive differences. The surveys did emphasize many of the points that were generalized upon in the first stage of the project.

A. FOCUS GROUP RESULTS

SUMMARY OF CALGARY, EDMONTON, AND SASKATCHEWAN GROUPS

To the Albertans, B.C. is an exciting vacation area. When they enter B.C. they are immediately aware that they have left Alberta behind. Their whole feeling is that they are now on vacation - the air is softer, more moist, and warmer; the mountains more extensive and more green; the foliage overall is lush and colorful; the lakes are clean, warm, and approachable; and the beaches are clean and accessible. The water seems crystal clear. Fruit growing is abundant and there are many varied tourism related attractions. The whole province, or at least that part with which they are familiar, is vacation oriented. They do not, however, usually venture past the Okanagan. There is enough or more to adequately satisfy them. B.C. is Alberta's California!

Vancouver is considered to be another big city, and "Albertans do not want to vacation in a big city". The City itself scares them due to its size, the cosmopolitan nature of the city, the drivers, the traffic, and the complexity of layout. Calgarians knowledge of the various events, attractions and areas of the City was limited to the major landmarks, whereas Edmonton residents knowledge was much more thorough. They said they would much prefer to visit the holiday resorts on Vancouver Island.

To several of the Alberta respondents, the ports/dock/coastal area of Vancouver was a major draw with the big freighters, fishing boats, and pleasure craft being highlights. These were mostly males. The beaches were not well known - indeed there was somewhat of a feeling of insecurity when it came to discovering the Vancouver waterfront.

The Island is seen as tranquil, different, and having a character all of its own. A very attractive area, but a long distance from home. Most of the respondents stay with relatives who live on the Island. Even the ferry trip is eagerly anticipated due to its beauty and unfamiliarity.

Edmontonians seemed to travel more through the Province than Calgarians. Perhaps to them, it is more of a major trip and they will take advantage of a more rare opportunity to see more. Several were going to extend their holiday to the U.S.

The Saskatchewan group was significantly similar to the Albertan responses, however, the major difference was the length of their trip. Their stays were longer due to the effort they put into the there-and-back travelling. All drove!

They were also more awe-struck by the speed and size of Vancouver.

All Prairie respondents agreed there are few alternative vacation places for them to visit by car and B.C. is by far the most attractive.

Several respondents mentioned the Sea Festival that was in progress. This was different from anything they had experienced before and was very exciting and appealing. Others then recalled Vancouver's other local festivals which were also discussed positively with delight.

The respondents were almost unanimous in regard to their method of choosing where to stay. They stop when they are ready and choose their accommodations at that moment! There was little or no use of travel agents to make any arrangements.

The Prairie respondents are very likely to return to B.C. for their vacations due to the lack of alternative affordable destinations that can be reached by car. Whether these travel further than their traditional boundary of the Okanagan is questionable. They extended their visit to include Vancouver this year for Expo and definitely some of them will be attracted enough to the area to return. The remainder need to be convinced that the Lower Mainland offers more varied leisure time experiences than the larger Prairie cities that do not provide the tourism experiences available on the Coast, and that the added travel would be rewarding.

SUMMARY OF ONTARIO GROUPS (Toronto and South West Ontario)

To Ontario residents, B.C. is perceived similarly to the Alberta residents, as being green, lush and natural. Their point of reference, however, is much more likely to be the Lower Mainland, the Coast, and Vancouver Island. This, of course, is due to their travel patterns. A slim majority had flown directly to Vancouver, some had flown to Calgary or Edmonton and rented an automobile to drive through, and others had driven across Canada. Their trade-off criteria were the length of their vacation period, a desire to see Canada, and the cost factor, in that order.

The Torontonians, and to a lesser extent their rural counterparts, were not at all awed by Vancouver's size. Unlike the Prairie respondents, they expect to spend their time in the City as well as in less populated areas. They find visiting a city to be comfortable and stimulating due to their more urban experience. Even those who spent some time out of the city, on boats or visiting, found time to experience more sophisticated activites. Several respondents dwelled upon their fascination with the Port of Vancouver, the waterfront, and the large ships they could watch. There was some reticence again to investigating these areas due to their inaccessibility.

British Columbians seem to live a more relaxed life-style than their own, according to the Toronto residents. The South-West Ontario group were less likely to think this. These more rural respondents had a higher demographic profile and were somewhat older. They probably had more discretionary income than the city-dwellers and planned their trip much further in advance.

Due to their lack of actual visit experience with any interior points in British Columbia they had romantic visions of the pioneering life-styles, including gold panning and trail rides. The excitement of the frontier was evident in their descriptions. There was some awareness of the Okanagan areas from either personal experience or heresay, but little attraction to any other area.

The Island again is considered a separate distinct region, with dissimilar types of attractions. The area is in a time and life-style warp. Victoria exhibits one facet with the rest of the Island being rougher and outdoors oriented. The area is manageable and exciting.

The Ontario residents are not too attracted to visits to B.C. in the Spring or the Fall. In Spring, their natural reaction is to head for a Summer climate as a prelude or bookend to the end of Winter. In the Fall, the Ontario countryside will equal or surpass the colors that B.C. can offer and hence they are more likely to stay at home or take short trips within their Province or to Quebec. They would need to be strongly attracted to a specific event to consider a visit.

To the Ontario respondents the logical pattern of a B.C. visit begins with Vancouver as home base with visits to other nearby areas interspersed. These visits are planned before the holiday begins unless they are of less than one-days duration (for example the Royal Hudson).

The Ontario visitors had other important reasons for visiting the Province, such as marriages, travel across Canada, or returning home to see relatives, in addition to Expo. The World's Fair was the icing on the cake. They had amortized the cost of the trip over several events. Whether they are willing to return to B.C. again in the forseeable future is doubtful. This is a major trip, which is not easily repeated. These respondents were greatly attracted to Vancouver and the various attractions the City offers. They relate to an urban leisure experience.

SUMMARY OF UNITED STATES GROUPS

There were six areas chosen from the Western United States, from which visitors were interviewed. These were:

1) Seattle/Tacoma
2) Eastern Washington
3) Oregon
4) San Francisco and Area
5) Los Angeles and Area
6) Other California

Each of the areas gave responses that varied enough that they cannot be grouped as were the Canadian responses. There were naturally some similarities which will be described first, then variances will be noted.

Similar Responses

All American respondents referred to the area of their visit as "Canada", Vancouver or Expo. Little differentiation is made between the Provincial boundaries. Banff and Lake Louise, for example, are associated with Vancouver, indeed the Alberta resorts were mentioned when other attractions in B.C. were discussed.

Vancouver is the pivot around which most of the route patterns of the American tourists revolved. The vast majority had a three day Expo pass and thus determined the length of their stay. Very few were planning an extended visit and the only other B.C. destination they would visit was Victoria. This was due to their strong attraction of this area and of Butchart Gardens and the logic of visiting the Victoria region and the Island on the way to or from Vancouver.

There was little awareness of various attractions other than Expo in Vancouver, other than the obvious, such as Stanley Park or Grouse Mountain. Their knowledge of other potential locations to visit in the remainder of the Province was limited to the Victoria region. They were convinced that the majority of visits to the other parts of the Province were for hunting or fishing.

All agreed that Vancouver was in a beautiful setting and the city was clean, and the majority thought it to be safe and the residents polite. It was only intimidating to the Eastern Washington group.

The American visitors took the opportunity to explore their own country on the way to Expo, stopping to visit friends, relatives, and natural attractions on the way.

Interestingly, the further away the respondent lived the shorter the planning period for this holiday seemed to be.

The AAA organization in the U.S. is relied upon very heavily as a source of information for trip planning and excursions.

The American visitors attitudes towards returning to B.C. varied in accordance with where they lived. The nearer they live to Vancouver the more likely they are to return for a short trip. The further away they live (or perceive they are further away in the case of those from Eastern Washington) the less likely they are to return unless there is a strong reason - Expo being this year's catalyst.

The Expo experience was overall very positive for all the respondents, but their incidence of exploring B.C. or even Vancouver was low. Many said they would or are planning to return to B.C., however, their reasons were vague, due to their lack of awareness. They left with positive experiences that with thorough and effective promotion could be converted to a return visit. Their Expo visit "wetted their appetite" and now they need justification to make the return trip. They must be persuaded that there is more to B.C. than Vancouver and Victoria.

B. OVERALL SUMMARY OF TELEPHONE SURVEY RESULTS

- As would be expected, the further a respondent travelled to get to B.C. the longer their journey. Americans who were from closer areas (Eastern Washington and Oregon) spent more of their total holiday here than those respondents from California. Ontarians spent most of their time in B.C.

- Californians were on tour! Their route included many points along the way, whereas their northern neighbours came and went directly. The Canadians also were unlikely to tour around the province, perhaps reflecting the VFR nature of their trip.

- Victoria is the only other major destination in B.C., especially among the Californians.

- To Americans Vancouver's cleanliness, scenery, and air quality contributed strongly to the overall visit experience. Canadians were more excited about the coastal aspects of their visit and the mountains.

- The major reasons for Canadians enjoying their visits were the scenery, the weather, and the overall enjoyment of their visit. Americans found the overall experience very pleasant but also stressed the people and the general scenery.

- Over 80% of all respondents will return, with 39% of Canadians coming back in the next three years, 72% of Washingtonians, 54% of Oregonians, and approximately 44% of Californians planning to return in this time period. Again the distance from B.C. to their home being the predictor of return.

- The Summer is the favourite time to return, however, in Oregon and Northern California (including San Francisco) they find the Fall interesting. Eastern Canadians are least likely to consider a Spring visit.

- The Eastern Canadians were much more definitive in their plans to visit specific areas, with Victoria, Vancouver Island, and the northern areas of the Province being mentioned most often. Americans' love of Victoria was again evident, with mentions of the Island and the North following, but at a much lower level of mention.

- Sightseeing is the major activity that is planned for the next visit to B.C. among all groups. Americans are more likely to consider camping and fishing, with Torontonians planning to ski and Other Ontarians planning to hike.

- Although the car is the favourite mode of transport during their vacation, approximately 45% of the people from Eastern Canada will use air travel and 38% from L.A. will do the same. More Canadians will travel by bus than Americans.

- The Fly/Drive concept was more appealing to Canadians than Americans, perhaps due to the terrain between Calgary and Vancouver being more interesting than that from Seattle.

- Americans rated gardens, aquariums, live theatre, and museums the most popular potential attractions. Canadians generally agreed, however, they also rated professional sports more highly, with museums being less attractive. Symphonies and operas received the lowest rating among Canadians, with Americans placing rodeos last.

- As would be expected, Canadians especially Torontonians, had the highest incidence of having friends or relatives to visit, with Eastern Washingtonians the least.

- The majority of all visitors would expect to book ahead for future holidays, with Americans somewhat more likely than Canadians.

Demographically

- Canadians were slightly younger than their American counterparts and had a lower level of education. Southern Californians had the highest education with over 80% claiming some post secondary education. Ontario residents, other than Toronto, had the least schooling.

- Respondents from the three major cities (Los Angeles, San Francisco, and Toronto) claimed the highest annual household incomes, with Oregon and Eastern Washington being the lowest.

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
Average Nights Away on Vacation	11.6	11.7	4.9	6.2	9.9	9.5	11.0	13.1
Average Nights in B.C.	7.6	9.1	3.4	3.8	4.3	4.5	4.2	4.9
Average Percent of Nights Spent in B.C.	66	78	69	61	43	47	38	37
Areas Visited in B.C. (%)								
- Vancouver	96	100	96	99	96	99	99	97
- Victoria	10	17	8	14	21	23	22	26
- Okanagan	11	11	1	1	-	2	-	2
Trip Highlights (%)								
- Scenery	25	17	20	22	13	14	23	17
- Mountains	25	14	4	4	1	5	2	9
- Friendly People	4	5	17	10	12	9	17	10
- Flowers/Trees	5	4	3	7	3	1	6	2

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
How Vancouver Differs From Home (%)								
- Scenery	7	22	4	4	8	8	10	8
- Nearby Mountains	17	22	2	2	4	3	2	5
- Coast	16	20	7	3	4	3	7	4
- Air Quality	19	13	17	13	21	28	43	24
- Slower Lifestyle	7	18	-	1	3	6	3	4
- Smaller	6	15	1	3	4	3	12	2
- Larger	12	4	47	21	12	8	2	6
Been to B.C. Before (%)	29	46	35	33	39	36	31	33
Trip to B.C. Met or Exceeded Expectations (%)	99	97	99	98	95	97	97	97
Why? (%)								
- Mountains	9	6	-	2	2	-	1	1
- People	15	14	32	26	23	24	18	24
- Experience	38	27	38	38	26	37	21	29
- Weather	15	21	4	4	7	7	9	5
- Scenery	23	33	18	19	31	21	27	28

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
Likelihood of Returning (% "yes")	85	86	93	91	87	82	87	88
• **When will return?** (%)								
- Next Year	8	8	12	18	9	8	9	11
- 1 - 2 Years	31	30	60	36	35	35	35	43
- 3 - 5 Years	42	44	18	34	39	39	46	39
- 6+ Years	12	12	1	5	4	8	2	2
• **Season will return?** (%)								
- Spring	19	17	28	24	24	24	18	26
- Summer	77	80	81	68	82	72	84	72
- Fall	38	29	28	42	41	39	33	37
- Winter	9	18	7	6	3	10	12	13

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
* **Areas will visit?** (%)								
- Vancouver	40	46	53	35	36	41	38	41
- Victoria	24	35	38	46	38	47	43	43
- Vancouver Island	40	28	16	20	23	24	14	26
- Mountains	14	25	14	10	14	8	16	9
- North	32	32	19	14	20	24	20	26
- Okanagan	19	16	8	2	3	7	2	3
* Activities would like to see/do in B.C. (%)								
Outdoor								
- Camping	11	14	16	11	18	12	14	19
- Skiing	8	18	3	3	2	7	5	8
- Fishing	13	9	12	14	14	15	18	12
- Hiking	15	8	9	4	12	8	2	12

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
Parks/Gardens								
- Butchart	4	5	12	8	2	4	3	-
Touring								
- Sightseeing	49	51	31	39	44	53	45	46
- Tour Victoria	5	11	9	14	6	7	7	11
* Travel Mode (%)								
- Car	78	87	83	78	79	84	78	81
- Plane	47	43	2	2	17	24	38	26
- Train	6	7	3	-	6	5	5	8
- Bus	15	18	10	6	9	12	14	10
* Would consider fly/drive idea. (% "yes")	85	87	N/A	N/A	70	72	78	68

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
• **Attraction Evaluation (out of 6) (MEDIANS)**								
- Museums	2.7	2.7	2.9	3.1	3.5	3.2	3.2	3.1
- Aquariums/ Marine Life	3.3	3.1	3.5	3.1	3.5	3.3	3.1	3.1
- International Neighbourhoods	3.0	2.8	2.9	3.2	2.8	2.9	3.1	3.0
- Festivals	2.6	2.6	2.8	2.4	2.8	2.6	2.9	2.3
- Gardens	3.6	3.4	3.4	3.7	3.9	3.7	3.8	3.6
- Live Theatre	3.4	3.3	3.3	3.2	3.3	3.3	3.3	3.1
- Professional Sports	3.0	3.0	2.6	2.2	2.6	2.2	3.1	2.2
- Rodeos	2.7	2.5	2.4	1.9	2.0	1.9	2.4	1.8
- Art Galleries	2.3	2.7	2.5	2.6	2.7	3.3	3.0	2.6
- Symphonies/Operas	1.8	1.9	1.8	2.2	2.2	2.8	2.5	2.5

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
* **Other**								
Friends or Relatives in B.C. (% "yes")	68	79	11	17	31	25	24	21
Likelihood of Booking Ahead Accommodation in Future	60	58	73	74	75	82	78	77
Demographics								
Average Age (years)	38	36	38	41	41	43	42	43
Education								
- Some/Less Than High School	10	7	2	12	7	5	2	5
- High School Graduate	40	26	34	22	22	16	18	12
- Post Secondary	48	65	64	65	71	79	80	82
- Average Post Secondary (years)	4.0	4.1	3.0	3.4	4.0	4.4	4.5	4.3

PART ONE

ONTARIO

	Area of Residence							
	Southern Ontario				California			
	South	Toronto	Eastern Washington	Oregon	North	San Francisco	Los Angeles	South
Average Family Income ($)	$38,200	$46,200	$35,000	$34,000	$39,400	$46,300	$47,900	$42,400
Gender								
- Male	30	36	27	34	35	38	41	44
- Female	70	64	73	66	65	62	59	56

* **NOTE:** These percentages and medians are based on those respondents answering "yes" in Question 9a (they are likely to return to B.C. in the next few years.)

C. SUMMARY OF RESULTS BY GEOGRAPHIC ZONE

NOTE:

The following summary presents the results of the two geographic areas sampled in Southern Ontario with one of the areas including all of the Toronto Census Metropolitan Area and the other including the remainder of Southern Ontario. When a difference was noted between the areas within Southern Ontario the results have been presented indicating which area in which the difference was noted. If no differences were observed the results have been presented as a total Southern Ontario response.

SUMMARY OF SOUTHERN ONTARIAN VISITOR SURVEYS

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. Before coming to British Columbia, Toronto residents were expecting mountains, the scenery, and rainy weather. Other Southern Ontarians were especially looking forward to the mountains (27%) and the beautiful scenery, as well as our rainy weather.

2. Almost half of Toronto residents surveyed knew what to expect, for they have been to British Columbia before, while only 29% of Other Southern Ontarians had previously, at some time, been to B.C.

3. Sixteen percent of all Southern Ontarians had no preconceived ideas of what British Columbia would be like.

After Returning Home

4. After returning home, the main highlight of the trip (aside from Expo) for Toronto residents was sightseeing and visiting Victoria, while Other Southern Ontarians named the beautiful scenery and the mountains as their highlights.

5. Vancouver attractions such as Stanley Park, Grouse Mountain and the Suspension Bridge also rated quite highly among Southern Ontarians.

6. The British Columbia scenery and environment were the most vividly remembered aspects by Southern Ontarians.

7. Residents of Southern Ontario were pleasantly surprised by B.C.'s lack of rain and lots of sunshine. Many of them had formed the opinion that it rained in British Columbia much more than it actually does. Again, B.C.'s beautiful scenery surprised many Southern Ontarians.

8. Both Toronto residents and Other Southern Ontarians were in agreement that British Columbia differs from Ontario in the mountains, the scenery, and the ocean environment.

9. Toronto residents feel that British Columbia has a slower paced life-style and that the people are more relaxed.

Vancouver Perceptions

10. Vancouver differs from their city or area of residence in many ways, the most prominent being the scenery and environment. This was especially true for the Toronto residents.

11. Friendly people was also a difference which was brought up, as well as the cleaner city and air.

12. The Ontarians interviewed held a very positive perception of their visit to British Columbia, with 97% saying their trip met or exceeded their expectations.

13. The main reasons for Ontarians trips exceeding or meeting their expectations were the beautiful scenery, the friendly people, and just having a good visit.

B. FUTURE VISITS TO BRITISH COLUMBIA

14. Eighty-five percent of all Southern Ontarians interviewed said they are likely to return to B.C. for a vacation in the next few years.

15. Those who will not return (14%) want to visit other areas first. Toronto residents also added that they can't afford it and its too far from home.

16. More time and money seem to be the two things that would encourage these non-returning Ontarians to come back to B.C. in the next few years.

17. Those who will return anticipate this will be in 3 to 5 years (43%) or in 1 to 2 years (30%).

18. Return visits can be expected mostly in the Summer (79%) and the Fall (31%).

19. Older travellers are much more likely to visit B.C. in the Fall than younger travellers (22% and 29% vs. 67%).

20. Vancouver (45%), Victoria (32%), and Northern Areas of the Province (32%) are the major attractions, followed very closely by Vancouver Island (31%), Mountain Areas (22%), and the Okanagan (17%).

21. Southern Ontarians named sightsee/tour (50%) as their main activity they like to do when in B.C. Outdoor activities are also an attraction among these respondents.

22. Automobiles remain the preferred method of transportation among Southern Ontarians, with air travel being second.

23. Older travellers are the most likely to fly to B.C., while younger travellers (34 years and under) are the most likely to take a bus (26%).

24. The fly-drive holiday concept including Vancouver and Calgary was attractive to 84% of those Southern Ontarians interviewed who plan to return to B.C. for a vacation.

25. Those Southern Ontarians who said they will return to B.C. for a vacation would recommend it to their friends mainly because of the beautiful scenery (50%), the fact that it is an interesting place (23%), and the friendly reception they received (18%).

26. The fact that they enjoyed their visit and had a good time was also a reason for recommending B.C. to their friends.

C. SOUTHERN ONTARIAN TRIP PATTERNS

27. On average, Southern Ontarians spent 12 days away from home. More than 60% of the respondents were away for 8 nights or more.

28. The number of nights spent in B.C. averaged just over 9 for Toronto residents and slighly over 7.5 for Other Southern Ontarians.

29. Almost all Southern Ontarians who spent their nights in B.C. stayed in Vancouver. Victoria and the Okanagan were the only other cities which any significant numbers stopped.

30. Those respondents who stayed in Victoria particularly noted various Victoria attractions, as well as the beautiful scenery. Southern Ontarians visiting the Okanagan again noted the scenery and the lakes.

31. Over 80% of the respondents said they had planned their visit to Victoria or the Okanagan before they began their trip to B.C.

32. Over three-quarters of Southern Ontarians had friends or relatives in B.C. they visited or plan to visit in the future.

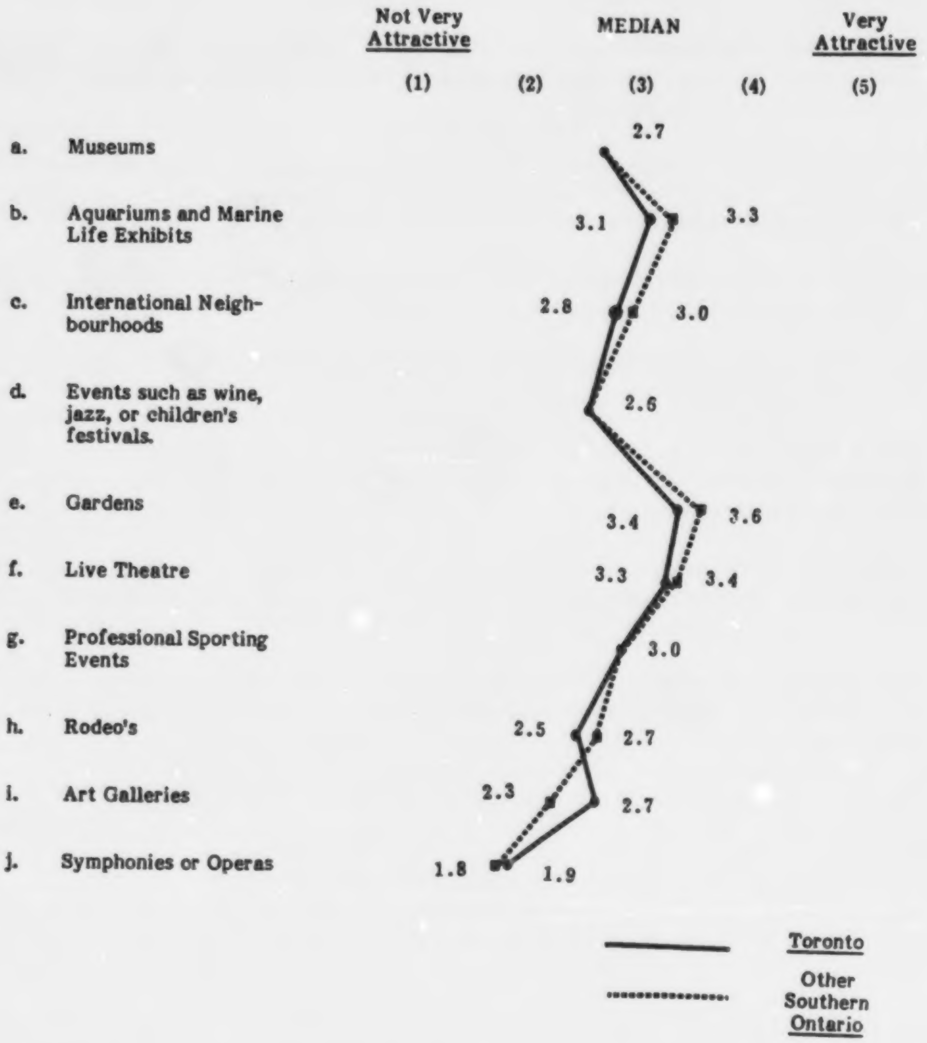
33. There was a 50-50 split when it came to booking accommodations in advance. However, 59% said that on their next trip to B.C. they would book accommodation in advance.

34. Those Southern Ontarians who have no friends or relatives in B.C. (94%) said they booked accommodations in advance, while those with friends or relatives were less apt to book ahead.

35. Those respondents who booked ahead this time said they would do so on future trips (81%). Yet of the ones who did not book ahead 60% said they still would not on future trips.

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below.



36. The major areas of attraction for Southern Ontarians are gardens and live theatre, with the least attractive being symphonies or operas. Toronto residents are more appreciative of art galleries than Other Southern Ontarians.

E. DEMOGRAPHICS OF SOUTHERN ONTARIAN VISITORS

37. The average Southern Ontarian visitor to B.C. was 34 years old.

38. Toronto residents were better educated than Other Southern Ontarians (65% vs. 48%).

39. Toronto residents had significantly higher income, on average, than their Other Southern Ontarian counterparts.

PART TWO

EASTERN WASHINGTON

SUMMARY OF EASTERN WASHINGTON VISITOR SURVEYS

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. The Eastern Washington residents were not expecting Vancouver to be as large as it is, but were anticipating the scenery and mountains.

   Their expectations were less poignant than those from other destinations.

2. Approximately one-third of the Eastern Washingtonians surveyed had been to British Columbia at some time previously, hence they "knew what to expect".

After Returning Home

3. Once the Eastern Washingtonians returned home their lasting impressions were related to the beautiful scenery, friendly people, and specific Vancouver attractions. Stanley Park and the Aquarium were specifically identified.

4. Nineteen percent (19%) of these visitors were not able to identify any specific highlights, for they only came to Vancouver to visit Expo.

5. The most vivid images remaining in the minds of the Eastern Washington visitors were the friendliness of the people, the scenery (including mountains and foliage), and the cleanliness of the city.

6. Thirty-seven percent (37%) of the Washington visitors found something about their visit to British Columbia to be surprising, again relating to the friendliness of the residents they encountered and the size and sophistication of the cities.

7. British Columbia does not differ too much from Eastern Washington according to these respondents. When compared to the California responses, the Eastern Washingtonians were much less able to identify variances between their state and the Province. They did mention the greenery and trees, but little else stood out.

Vancouver Perceptions

8. Vancouver was of course much larger than their city or town and to them the environment was much cleaner. Other than these physical characteristics little stood out.

9. The Eastern Washington respondents were almost unanimous in saying their trip either met or exceeded their expectations. The friendliness of the local populace was specifically named by 32% of the sample, and 18% mentioned that the scenery was more appealing than expected.

B. FUTURE VISITS TO BRITISH COLUMBIA

10. Ninety-three percent (93%) of the Eastern Washington residents are likely to return to the Province for a vacation.

11. Those who do not plan to return want to see other places or don't travel frequently.

12. Those who plan to return anticipate that this will be in 1 to 2 years (60%), in 3 to 5 years (18%), or within the next year (12%).

    Older respondents are more likely to return sooner.

13. Return visits can be expected in the Summer months (81%) or split evenly in the Spring or Fall (28%). Younger Washingtonians are much more likely to come back in the Spring.

14. Although they did not visit Victoria on this trip many anticipate visiting the Capital next time (38%). The largest group still, however, plan to visit Vancouver (53%). The Mountain Areas (14%), the Northern parts of B.C. (19%), and Vancouver Island are also very appealing.

15. Similar to the California result, the further away the return trip to B.C. is perceived, the more likely the visit will be to Northern B.C., and also to Victoria. These respondents have a indefinite perception of the Province, and these destinations would seem less attainable.

16. Outdoor activities in B.C. are a major attraction for the Eastern Washington group. These include the active and passive types (camping or visiting gardens, etc.). Sightseeing is the most anticipated activity, with 34% of the respondents indicating this.

17. The Eastern Washington respondents are committed automobile travellers, especially the younger group. The older respondents are much more likely to include bus travelling and use of an R.V. in their plans.

18. The Eastern Washington respondents unanimously endorsed B.C. as a vacation destination. One hundred percent (100%) would recommend it to their friends because of the friendly people (34%) and beautiful scenery (37%).

C. EASTERN WASHINGTONS TRIP PATTERNS

19. In total, Eastern Washingtonians spent an average of 5 days away from home of which 3½ days were spent in British Columbia. In essence they drove to Expo and drove home.

20. Over half of those respondents who spent 4 nights or less away from home spent all of those nights in B.C. Eighty-eight percent of Eastern Washingtonians who were only away for one or two nights spent one or both of those nights in B.C.

21. Eight percent (8%) of the Eastern Washington respondents visited Victoria. They did not visit any other areas.

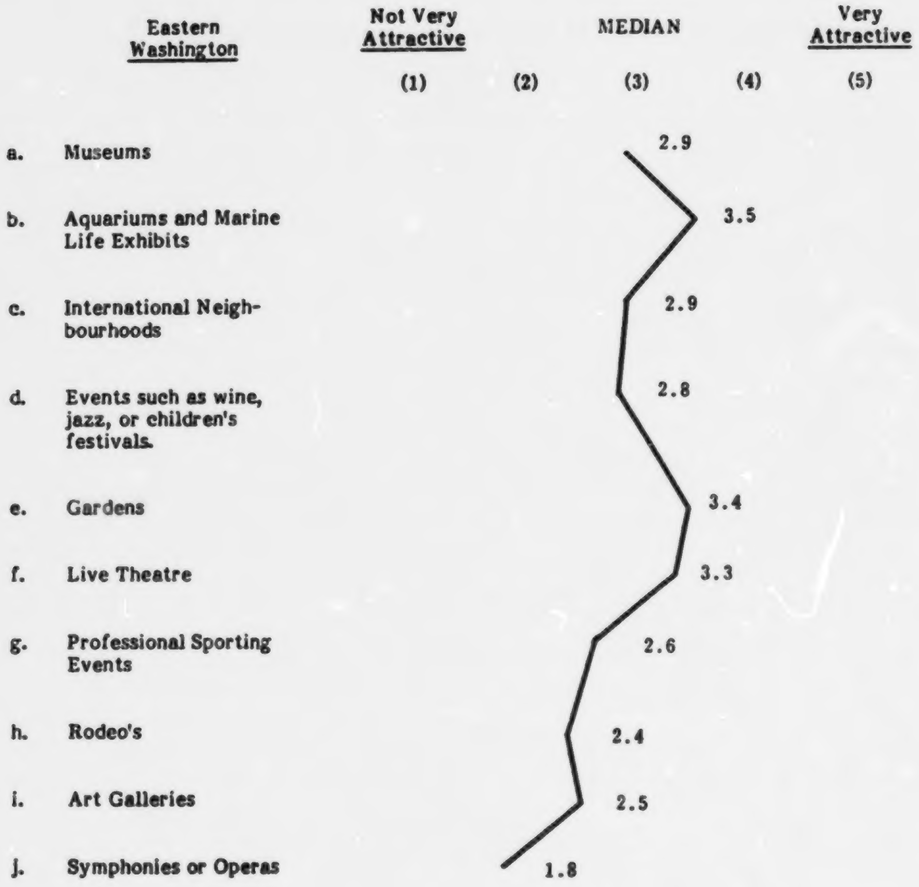
22. Only 11% of the Eastern Washington sample had friends or relatives to visit in B.C. — a small community of interest!

23. Sixty-eight percent (68%) of the Washington respondents had booked their accommodation prior to their trip beginning and 73% of them would do so again.

24. There was not much difference among those Eastern Washingtonians who had friends or relatives in B.C. or did not and whether they had booked any accommodation in advance. In both cases over 60% of respondents booked in advance, regardless.

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the varicus activities listed below.



25. Eastern Washingtonians give Aquariums and Marine Life Exhibits the overall highest rating. Gardens and Live Theatre were also rated slightly higher than average.

E. DEMOGRAPHICS OF EASTERN WASHINGTON VISITORS

26. The average age of the Eastern Washington visitor was 38, with the mode being 25 - 34.

27. Almost 65% of the respondents had some post secondary education for an average 3 years study.

28. The median annual household income was approximately $35,000.

PART THREE

OREGON

SUMMARY OF OREGON VISITOR SURVEYS

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. The Oregon residents were not expecting B.C. to be as large as it was, they thought it would be more "small town".

2. Approximately one-third of Oregon residents surveyed had been to B.C. before, so they "knew what to expect".

After Returning Home

3. Once returning home, the Oregon residents named visiting Stanley Park and the Aquarium most often as the highlight of their trip. The beautiful scenery, sightseeing Vancouver and Victoria, and the friendly people were also specifically identified.

4. The two most vivid images remaining in the minds of Oregon visitors were again, the beautiful scenery and the friendly people. The cleanliness of the city and Stanley Park were also mentioned.

5. The only aspect which really seemed to surprise these Oregon visitors was the bigger, more developed cities.

6. British Columbia does not differ that much from Oregon. According to these respondents, B.C. is larger than Oregon (12%).

Vancouver Perceptions

7. Vancouver was of course much larger than their city or town and our environment was much cleaner. Our public transportation system was considered much better than Oregon's cities as well.

8. There was almost a unanimous agreement among Oregon residents that their trip to B.C. exceeded or met their expectations. The fact that they had a great time here (38%) and the friendliness of the people (26%) were major factors in these attitudes. Again, the beautiful B.C. scenery was mentioned (19%).

B. FUTURE VISITS TO BRITISH COLUMBIA

9. Over 90% of Oregon visitors are likely to return to British Columbia for a vacation in the next few years.

10. Those who plan to return anticipate this will be in 1 to 2 years (36%), 3 to 5 years (34%), or under 1 year (18%). Female and middle aged respondents (35 to 54 years) are more apt to return in 2 years or less, as compared with males and other age groups.

11. Return visits can be expected in the Summer months (68%) and the Fall months (42%). Older travellers (55+) are most likely to return in the Fall (72%).

12. Those Oregon residents returning to B.C. plan to visit Victoria (46%) and Vancouver (35%). Vancouver Island (20%) and Northern Areas of the Province (14%) were also mentioned.

13. Sightseeing and touring in B.C. are the major attractions for Oregon visitors. Specifically, sightseeing in Victoria (14%), seeing Stanley Park and the Aquarium (14%), and visiting museums (13%) are of major interest to this group. Outdoor activities such as fishing (14%) and camping (11%) also were mentioned.

14. Automobile travel is definitely the most popular among this Oregon group and especially amongst the younger travellers. A recreational vehicle was the only other significantly mentioned method of transportation.

15. The Oregon respondents unanimously endorsed B.C. as a vacation destination. One hundred percent (100%) would recommend it to their friends because of the friendly people (28%), the beautiful scenery (37%), and just because they enjoyed their visit (24%).

C. OREGONS TRIP PATTERNS

16. In total, Oregon visitors spent, on average, 6 nights away from home of which 3½ nights were in British Columbia. In essence, they drove to Expo and drove home.

17. Those respondents who spent 3 or less nights away from home spent all or most of their time in B.C. Those who took longer trips spent less of their total trip time in B.C.

18. Vancouver (99%) and Victoria (14%) were the only places that Oregon respondents said they visited.

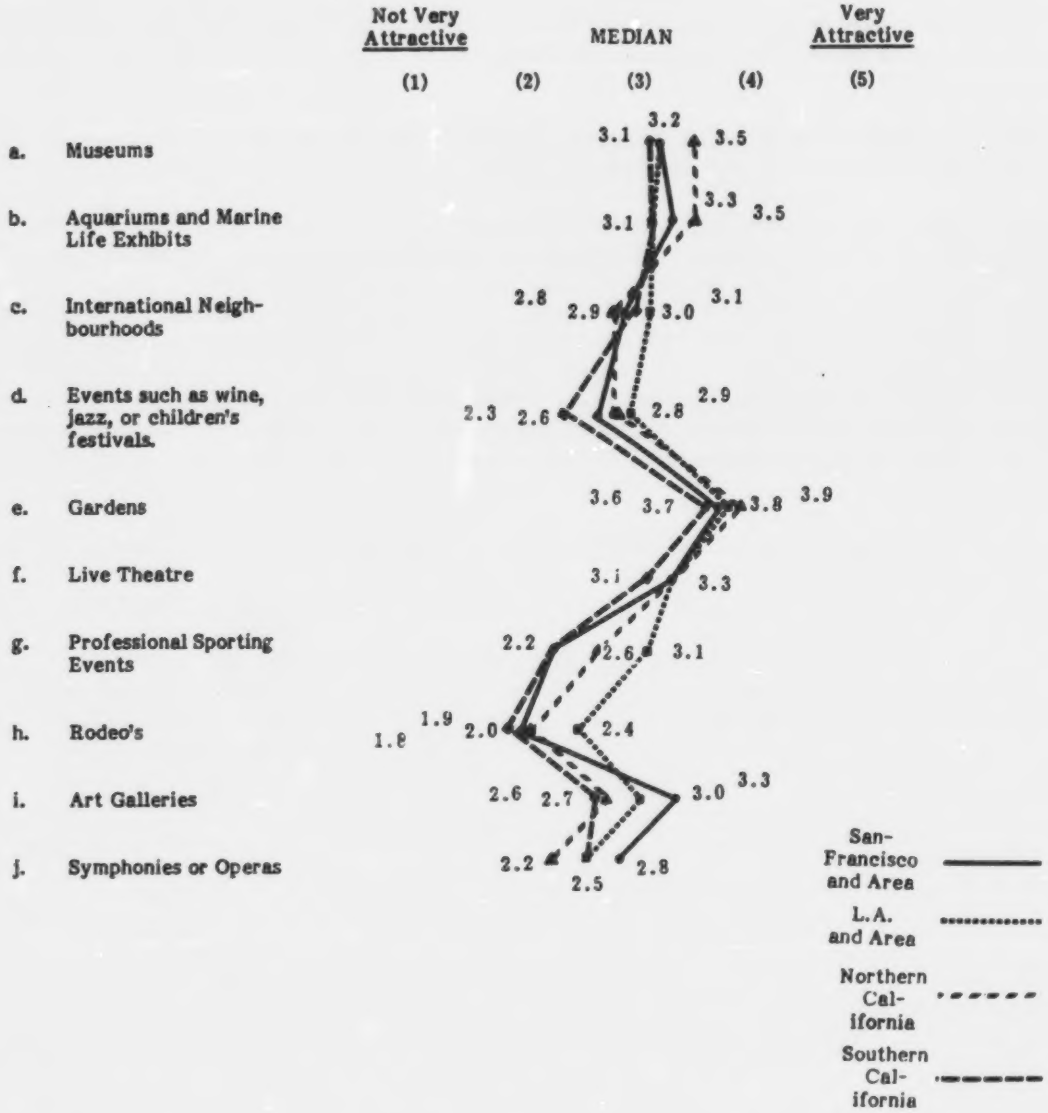
19. Only 17% of the Oregon visitors interviewed had friends or relatives to visit in B.C. — just as in Eastern Washington, a small community of interest.

20. Seventy-six percent (76%) of these respondents booked their accommodations prior to their trip and 74% said they would do so again on future trips.

21. Those visitors who will not book ahead on future trips to B.C. gave "freedom from schedules/visiting different areas" (39%) and "have motor home/camping" (22%) as their reasons for this decision.

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below.



22. Gardens was definitely rated the most attractive by Oregon visitors. Most other activities drew an average to less than average response from these respondents. Rodeos was the least popular among this group.

E. DEMOGRAPHICS OF OREGON VISITORS

23. The average age of the Oregon visitor was 41 years. Sixty-five percent (65%) of these visitors have some post secondary education at an average of 3 years of study.

24. The median annual household income was approximately $34,000.

PART FOUR

CALIFORNIA

NOTE:

The following summary presents the results of the four geographic areas sampled in California including Northern California, San Francisco and area, Los Angeles and area, and Southern California. When a difference was noted between the areas within California the results have been presented indicating the specific area in which the difference was noted. If no differences were observed the results have been presented as a total California response.

SUMMARY OF CALIFORNIA VISITOR SURVEYS

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. Before coming to British Columbia Urban Californians (Los Angeles and San Francisco) were expecting the scenery and the mountains, whereas those from more Rural areas (Northern and Southern California) were looking forward to the greenery and flowers. Overall, the geographic environment was the major characteristic to which they were looking forward.

2. Vancouver's size and sophistication came as a surprise to all Californians, as did the fine summer weather they encountered.

3. Approximately one-third of those surveyed knew what to expect for they had been to British Columbia at some time previously.

After Returning Home

4. After returning home the highlights of the trip (other than Expo) were Victoria and Butchart Gardens and the scenery.

5. The friendliness of the people was also a major positive. This comment can be found throughout these results. Perhaps Californians were expecting Canadians to be more reserved and aloof.

6. Vancouver itself was a highlight for many of the California visitors, the major attraction being Stanley Park.

7. The foliage and flowers they encountered also impressed the Californians, as did the cleanliness of the city.

8. Again, these Californians found our summer weather to be a pleasant surprise.

9. British Columbia differs from California in life-style, scenery, air quality, and size.

Vancouver Perceptions

10. Vancouver differs from their city or area of residence in many ways, the most obvious being the cleanliness of the air. This was especially true for the Los Angeles residents, as would be expected.

11. The lush environment in which Vancouver is situated differentiates the city from theirs.

12. The urban Californians mentioned a slower pace of life, and all respondents thought British Columbians were friendlier. Even though the weather was excellent for their visit, they did consider the overall temperature to be lower than their own.

13. The Californians interviewed held a very positive perception of their visit to British Columbia, with almost 97% saying their trip met or exceeded expectations.

    This positive evaluation was uniform in the four zones surveyed.

14. The main reasons for their trip exceeding their expectations included the friendliness of the people and the scenery, which they were not expecting.

15. Those whose trip did not meet their expectations were mostly frustrated at not having enough time to visit the province.

B. FUTURE VISITS TO BRITISH COLUMBIA

16. Eighty-six percent (86%) of the Californians interviewed said they are likely to return to British Columbia for a vacation.

17. Those who will not return (14%) want to visit other areas first. Those from Northern California were most likely to mention that Expo was the catalyst for their visit. Without this type of attraction they are unlikely to consider returning.

18. Those who will return anticipate that this will be in 3 - 5 years (42%) or in 1 - 2 years (36%).

19. Older people are more likely to return sooner than the younger groups, as are people from Southern California.

20. Return visits can be expected mostly in the Summer and Fall. Older travellers are being more flexible, will consider visiting in shoulder seasons.

21. Victoria (43%) and Vancouver (39%) are the major attractions, however, the rest of Vancouver Island (19%) and the Northern areas of the Province (25%) are appealing.

22. As their time horizon for potential return visits was extended, the Californians desire to visit the Northern areas of the Province increased dramatically. Visits in the near future will include the major centres.

23. Although outdoor activities are a major attraction, the Californians were especially interested in sightseeing in the Province, during their next visit.

24. Automobile travel remains the preferred mode of transportation, however, those people from Southern California and L.A. are much more likely to consider air travel for their next visit. Older travellers are much less likely to use their car, preferring the plane, than the younger group.

25. The concept of a fly-drive holiday including Seattle and Vancouver was attractive to 74% of the Californians interviewed who plan to return to B.C. for a vacation.

26. The Californians who plan to return were unanimous about recommending their friends to visit B.C., mainly for the scenery (51%) and the friendly reception they had received.

C. CALIFORNIANS TRIP PATTERNS

27. In total, the California visitors spent 11 days on average away from home with Northern Californians and San Francisco residents being away approximately 10 days, and those from Southern California and Los Angeles away 13 and 11 days respectively. More than 60% of the respondents were away for 8 nights or more.

28. Those California visitors who were away from home for four or less nights generally spent those four nights in B.C. Californians who spent five or more nights away from home were less apt to spend all those nights in B.C.

29. The number of days spent in B.C. average just over 4 and was uniform among visitors from the four areas.

30. Due to Expo all the Californians who spent any nights in the province stayed in Vancouver. Victoria was the only other city in which any significant numbers stopped.

31. Over 90% of those Californians who visited Victoria had planned to do so before leaving home. Victoria has a strong positive image with all West Coast residents.

32. Those Californians who have friends or relatives in British Columbia were slightly less likely to book accommodations in advance. However, most respondents were in agreement that on their next trip to B.C. they would book accommodation in advance, regardless of whether they have friends or relatives here.

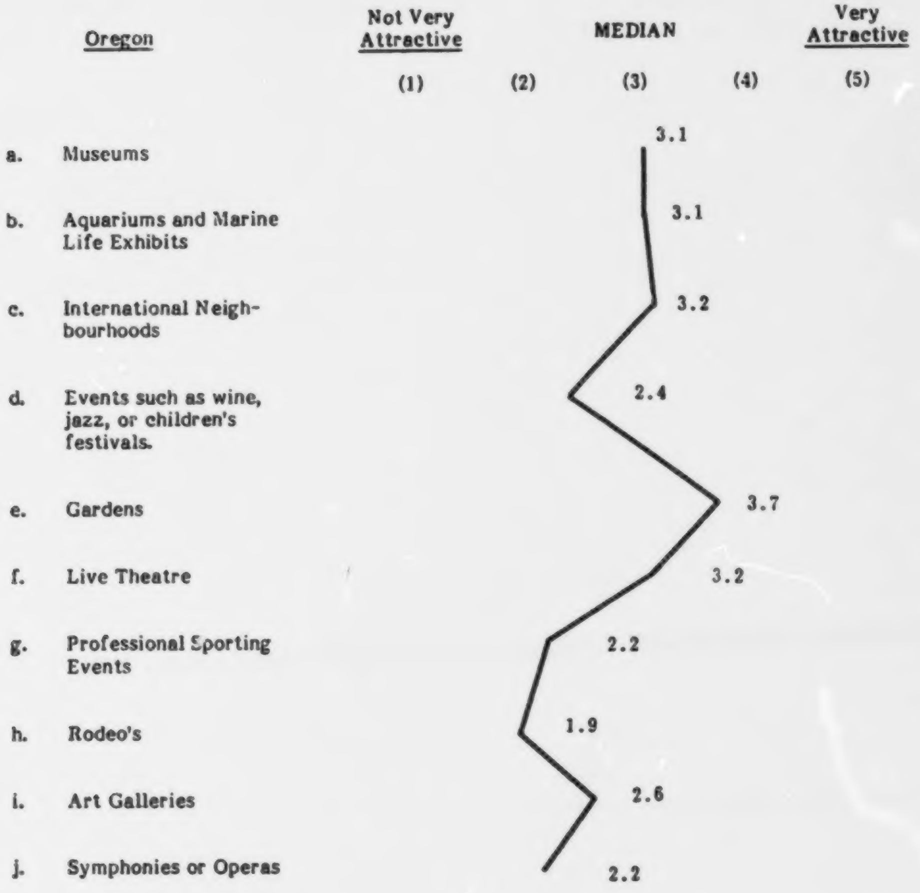
33. Majority of those Californians who booked accommodation in advance before this trip agree that on their next trip to B.C. they would do the same. However, those respondents who did not book ahead this trip are almost split 50-50 on whether they would do so on future trips.

34. Approximately one-quarter of the Californians had some "community of interest" in B.C., for they visited friends and relatives here. Northern Californians had the highest degree of affinity and Southern Californians had the least.

35. Two-thirds of the respondents booked their accommodation prior to leaving home and 80% would do so when they make their return trip.

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below.



36. Gardens were the biggest attraction among all California groups, followed closely by Aquarium and Marine Life exhibits and Museums. Rodeos appeared to be the least popular among these visitors as a potential activity.

E. DEMOGRAPHICS OF CALIFORNIA VISITORS

37. The average California visitor was 42 years old. This mean figure was uniform across the four areas.

38. Almost 80% of the visitors had some post secondary education, for an average of 4 years study.

39. Northern Californians had the lowest overall income, with the residents from the two cities having the highest.

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Victoria, 1987

First Time Visitors Study

Province of British Columbia
Ministry of Tourism,
Recreation and Culture

FIRST TIME VISITORS STUDY
TELEPHONE SURVEY RESULTS

Presented to: TOURISM, RECREATION AND CULTURE
Presented on: December 3, 1986
Presented by: Richard Basford
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FIRST TIME VISITORS STUDY
TELEPHONE SURVEY RESULTS

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FIRST TIME VISITORS STUDY
TELEPHONE SURVEY RESULTS

I INTRODUCTION

In the Summer of 1986 Tourism British Columbia commissioned Marktrend Marketing Research to conduct an extensive evaluation of the travel behaviour and attitudes of first time visitors to British Columbia. The study's overall objective was to assist Tourism B.C. in obtaining first time visitors' (or those who have not visited B.C. in the last 5 years) perceptions of B.C., aside from Expo, as well as the likelihood of their return to B.C. in the future.

Two stages of primary research were employed to meet this objective. The first stage consisted of twelve focus groups conducted at the British Columbia Discovery Pavilion on the Expo site. These focus groups represented travellers from all areas of California, Southern Ontario, parts of Washington State, Oregon, as well as areas of the Prairie Provinces. The focus group results provided qualitative data necessary for the design and implementation of the second stage of research.

Stage two consisted of 807 in-depth telephone interviews with visitors recruited on the Expo site once they returned home. These visitors were from California, Eastern Washington, Oregon, and Southern Ontario, and represented the areas which the focus groups revealed were potential markets for Tourism B.C.

A description of the study's objectives and methodology are included in this report prior to the results of the survey. The survey results are presented by the before mentioned areas, so as to better examine each potential market area.

II OBJECTIVES

The focus of the B.C. Visitors research was the visitors' experiences off the Expo site during the July - September period. Specific objectives within this focus are as follows:

- To determine the motivations for travel and destination selection for first time visitors to B.C.:
    - a) why they travel
    - b) where they travel
    - c) when they travel
    - d) what they do on vacation
    - e) what they saw, felt, experienced
- To determine what these travellers wanted in a vacation and what they got.
- To determine the potential of B.C. to provide these products to attract repeat travellers.
- To evaluate the perceptions of first time visitors with respect to pre and post trip, their expectations, levels of satisfaction, intentions to return and intention to visit other parts of the province on this trip and future trips.
- To obtain information on this travel group that will meet the study's objectives for future marketing strategies.

III METHODOLOGY

a) Focus Groups

Twelve focus groups were conducted on the Expo site at the British Columbia Discovery Pavilion. The groups consisted of visitors from all areas of California, Eastern Washington, Oregon, Southern Ontario, and some areas of the Prairie Provinces. These visitors had never been to B.C. before or had not been to B.C. in the past five years. The purpose of the focus groups was to provide qualitative research required to develop the most efficient and appropriate telephone interview questionnaire. Topics of discussion in the focus groups were:

- What attracted them to B.C. (other than Expo)?
- Why they had not visited before?
- What they expected from B.C.?
- What they:
  - got
  - saw
  - felt
  - experienced
- If they would return, why, where, when?
- How they would describe B.C. to others?

Respondents for the discussions were recruited the day prior to the group. They were approached, screened for specific qualifications, and invited to attend the next mornings discussion.

The discussions were held on the mornings of Tuesday, July 22 to Tuesday, August 12. The respondents for each group represented a specific region of potential visitors. The areas of residence included:

The Seattle/Tacoma Area
The Los Angeles Area
Edmonton
Metro Toronto
The San Francisco Area
Regina and Saskatoon
The Spokane/Tri-City Area (Richland, Pasko, Kenawick)
Southern Ontario
Other California (including San Diago, Bakersfield, Sacramento)
Calgary
Portland, Eugene

b) Telephone Survey

Between the dates of August 19 to September 9 eight Marktrend interviewers recruited first time visitors to B.C. (including those who have not visited B.C. in the past five years) at the Expo site. Approximately 120 recruits were obtained per day in order to generate 12 completed interviews from each day of interviewing. If qualified and willing, the visitor would be called at home once they returned from their holiday for a six to eight minute interview.

The interviews were conducted from Marktrend's Central Telephone Facilities in Vancouver from August 28 to September 17, 1986. This resulted in 807 completed interviews at the end of this time period.

Upon completion all interviews were hand edited and coded. A random sampling of minimum of 15% of all completed interviews were verified to ensure strict quality control. The responses were then key punched and computer analysed using SPSS, the Statistical Package for the Social Sciences.

SAMPLE CHARACTERISTICS

Geographic Boundaries

The samples for the telephone survey were drawn from the following selected geographic boundaries:

SOUTHERN ONTARIO

Other Southern Ontario

Includes all of Southern Ontario, excluding Toronto CMA. Boundaries for the division of South from North followed an imaginary westward line bordering on the following cities: beginning at Kingston, to Newburgh, Norwood, Beaverton, across Lake Simcoe to Barrie, Collingwood to Rockford, and finishing approximately 5.2 kilometers north of Southhampton.

Toronto

Includes all of the Toronto Census Metropolitan Area as set down by Statistics Canada.

EASTERN WASHINGTON

Includes all of Washington State, east of the Cascade Mountain Range, therefore, does not include Seattle or any of the coastal cities.

OREGON

Includes anywhere in the state of Oregon.

CALIFORNIA

Northern California

Includes all of California, excluding San Francisco S.M.S.A., north of an imaginery westward line which borders on the following cities: beginning at San Luis Obispo to Corcoran, Talare through Kings Canyon National Park to Aberdeen, from Aberdeen to the California-Nevada state border approximately 32 kilometers south of Oasis, California.

San Francisco and Area

Includes all of the San Francisco Standard Metropolitan Statistical Area as set down by the U.S. Bureau of the Census.

L.A. and Area

Includes all of the Los Angeles Standard Metropolitan Statistical Area as set down by the U.S. Bureau of the Census.

Southern California

Includes all of California, excluding L.A. S.M.S.A., South of the West-East line as defined in the Northern California explanation. (See first paragraph under California sub-title.)

Statistical Significance

The error factors* for each of the sub-samples are as follows:

	BASE	Error Range % 95% Confidence Interval
Ontario		
Other Southern	100	4.4% to 10.0%
Toronto	104	4.4% to 10.0%
Southern Ontario	204	3.1% to 7.1%
Eastern Washington	100	4.4% to 10.0%
Oregon	100	4.4% to 10.0%
California		
Northern	101	4.4% to 10.0%
San Francisco	100	4.4% to 10.0%
Los Angeles	100	4.4% to 10.0%
Southern	102	4.4% to 10.0%
Total California	403	2.2% to 5.0%

* The error ranges above are calculated assuming strictly random samples. As the sampling for this study (conducted outside selected pavilions) was not a strictly random sample of all visitors to the fair from the above regions, the theoretical confidence limits may be slightly higher than the above estimates indicate.

IV CONCLUSIONS AND OBSERVATIONS

This section outlines the major conclusions that can be drawn from the various portions of the study.

1. Canadians spent more of their holidays in British Columbia than Americans, probably due in part to the use of air as their travel mode and due to the visiting Friends and Relatives (VFR) characteristic of their trip. Californians spent the least amount of their holiday in British Columbia, however, they showed greater tendencies to tour the province.

   The American Expo visitors only stayed to use their three-day pass to the site and then returned home almost immediately. This indicates that Vancouver and, to a lesser extent, Victoria were the recipients of any benefits generated by Expo.

   The high levels of satisfaction with their visit experience in "Canada" suggests that although they spent little time exploring Californians could be attracted to return to tour the Province. This conclusion is also supported by results of the questions pertaining to intention to return.

   Ontarians will be more difficult to persuade to return due to the perceived magnitude of the trip. Many had amalgamated a family oriented occasion or other non-tourist related events into their trip to "amortize" the cost over more than just Expo. The extended length of their trip and the distance travelled demands a substantiated cash outlay which made this a "major" holiday.

   Oregonians and Eastern Washingtonians made "flying" visits but were very satisfied with their stay. The Oregon visitors indicated that they came directly here, unlike the Californians who toured the Northwest. The distance from Oregon to Vancouver surprised many who had previously considered the drive to be excessive. Eastern Washington and

Oregon residents had the least knowledge of B.C. as a tourist destination, for their orientation is south to the Sun. Expo was the catalyst to bring them north.

2. Eastern Canadians mentioned the mountains and the coast as major components of the scenic attraction of the area, whereas the Western Americans were unlikely to mention either. The visitors from the U.S. were more likely to mention the quality of the environment, the overall scenery and the foliage and greenery.

   The Americans also stressed the people aspect much more than Canadian visitors. They were surprised that their welcome was as cordial and friendly as it was. Perhaps they expected Canadians to be cold and aloof or they perceived their Canadian experience would involve solitary activities where people contact would be secondary.

3. The American visitors did not refer to British Columbia as their destination, but to Expo or Vancouver, Canada. Although they are aware of the province's name they refer to the country generically rather than the province.

4. Victoria and Vancouver Island are preferred destinations for Americans due to the perceived foreign imagery. Many of the Californians had made specific plans to visit the Island prior to leaving home. Butchart Gardens was mentioned very frequently by the Western Americans.

   Their awareness of the remainder of the province was negligible, although references to fishing and hunting trips and to hiking in the unspoilt wilderness were frequent.

5. The San Franciscan visitors and, to a lesser extent, those from Los Angeles were seeking more of an urban experience, exploring museums, aquariums and the like. They were also very interested in shopping for articles not readily available in their home areas.

6. Vancouver and Victoria are perceived by the Californians and Oregonians as being part of the Northwest, however, Seattle is not as attractive a tourist destination. A Fly/Drive package from California including Seattle and Vancouver and Victoria held some attraction for the California visitors for it removed the two to three days of driving necessary at the beginning and end of their holiday.

   Eastern Canadians showed a higher degree of interest in a Fly/Drive program that included Calgary and Vancouver. Their awareness of the trip through the Rockies and their attraction to mountain scenery made this package appealing.

7. The preferred time of the year to visit B.C. remains the Summer, however, there was a strong indication that Oregonians and Northern Californians (including San Francisco) would be amenable to considering a Fall trip. They perceive the travelling is worth the enjoyment of the autumn here. Torontonians would visit in the Winter for skiing, but no other group showed any interest in this type of vacation.

8. Most of those visitors who plan to return will make their bookings prior to leaving. Americans are more likely than Canadians possibly due to a lack of awareness and hence confidence in obtaining accommodations.

9. Eastern Canadians and Americans alike are attracted to public gardens, marine exhibits, and live theatre. The urban Californians are more likely to find cultural attractions more interesting.

V TELEPHONE SURVEY RESULTS BY GEOGRAPHIC ZONE

PART ONE

ONTARIO

NOTE:

The following summary presents the results of the two geographic areas sampled in Southern Ontario with one of the areas including all of the Toronto Census Metropolitan Area and the other including the remainder of Southern Ontario. When a difference was noted between the areas within Southern Ontario the results have been presented indicating which area in which the difference was noted. If no differences were observed the results have been presented as a total Southern Ontario response.

SUMMARY OF SOUTHERN ONTARIAN VISITOR SURVEYS

Page Reference

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. Before coming to British Columbia, Toronto residents were expecting mountains, the scenery, and rainy weather. Other Southern Ontarians were especially looking forward to the mountains (27%) and the beautiful scenery, as well as our rainy weather. p. 18

2. Almost half of Toronto residents surveyed knew what to expect, for they have been to British Columbia before, while only 29% of Other Southern Ontarians had previously, at some time, been to B.C. p. 18

3. Sixteen percent of all Southern Ontarians had no preconceived ideas of what British Columbia would be like. p. 18

After Returning Home

4. After returning home, the main highlight of the trip (aside from Expo) for Toronto residents was sightseeing and visiting Victoria, while Other Southern Ontarians named the beautiful scenery and the mountains as their highlights. p. 11

5. Vancouver attractions such as Stanley Park, Grouse Mountain and the Suspension Bridge also rated quite highly among Southern Ontarians. p. 11

6. The British Columbia scenery and environment were the most vividly remembered aspects by Southern Ontarians. p. 12

7. Residents of Southern Ontario were pleasantly surprised by B.C.'s lack of rain and lots of sunshine. Many of them had formed the opinion that it rained in British Columbia much more than it actually does. Again, B.C.'s beautiful scenery surprised many Southern Ontarians. p. 14

8. Both Toronto residents and Other Southern Ontarians were in agreement that British Columbia differs from Ontario in the mountains, the scenery, and the ocean environment. p. 17

9. Toronto residents feel that British Columbia has a slower paced life-style and that the people are more relaxed. p. 17

Vancouver Perceptions

10. Vancouver differs from their city or area of residence in many ways, the most prominent being the scenery and environment. This was especially true for the Toronto residents. p. 15

		Page Reference
11.	Friendly people was also a difference which was brought up, as well as the cleaner city and air.	p. 15
12.	The Ontarians interviewed held a very positive perception of their visit to British Columbia, with 97% saying their trip met or exceeded their expectations.	p. 25
13.	The main reasons for Ontarians trips exceeding or meeting their expectations were the beautiful scenery, the friendly people, and just having a good visit.	p. 27

B. FUTURE VISITS TO BRITISH COLUMBIA

		Page Reference
14.	Eighty-five percent of all Southern Ontarians interviewed said they are likely to return to B.C. for a vacation in the next few years.	p. 35
15.	Those who will not return (14%) want to visit other areas first. Toronto residents also added that they can't afford it and its too far from home.	p. 35
16.	More time and money seem to be the two things that would encourage these non-returning Ontarians to come back to B.C. in the next few years.	p. 36
17.	Those who will return anticipate this will be in 3 to 5 years (43%) or in 1 to 2 years (30%).	p. 36
18.	Return visits can be expected mostly in the Summer (79%) and the Fall (31%).	p. 38
19.	Older travellers are much more likely to visit B.C. in the Fall than younger travellers (22% and 29% vs. 67%).	p. 39
20.	Vancouver (45%), Victoria (32%), and Northern Areas of the Province (32%) are the major attractions, followed very closely by Vancouver Island (31%), Mountain Areas (22%), and the Okanagan (17%).	P. 41
21.	Southern Ontarians named sightsee/tour (50%) as their main activity they like to do when in B.C. Outdoor activities are also an attraction among these respondents.	p. 45
22.	Automobiles remain the preferred method of transportation among Southern Ontarians, with air travel being second.	p. 53
23.	Older travellers are the most likely to fly to B.C., while younger travellers (34 years and under) are the most likely to take a bus (26%).	p. 53
24.	The fly-drive holiday concept including Vancouver and Calgary was attractive to 84% of those Southern Ontarians interviewed who plan to return to B.C. for a vacation.	p. 55
25.	Those Southern Ontarians who said they will return to B.C. for a vacation would recommend it to their friends mainly because of the beautiful scenery (50%), the fact that it is an interesting place (23%), and the friendly reception they received (18%).	p. 56
26.	The fact that they enjoyed their visit and had a good time was also a reason for recommending B.C. to their friends.	p. 57

Page Reference

C. SOUTHERN ONTARIAN TRIP PATTERNS

27. On average, Southern Ontarians spent 12 days away from home. More than 60% of the respondents were away for 8 nights or more. p. 2

28. The number of nights spent in B.C. averaged just over 9 for Toronto residents and slighly over 7.5 for Other Southern Ontarians. p. 2

29. Almost all Southern Ontarians who spent their nights in B.C. stayed in Vancouver. Victoria and the Okanagan were the only other cities which any significant numbers stopped. p. 6

30. Those respondents who stayed in Victoria particularly noted various Victoria attractions, as well as the beautiful scenery. Southern Ontarians visiting the Okanagan again noted the scenery and the lakes. p. 7, 9

31. Over 80% of the respondents said they had planned their visit to Victoria or the Okanagan before they began their trip to B.C. p. 10

32. Over three-quarters of Southern Ontarians had friends or relatives in B.C. they visited or plan to visit in the future. p. 62

33. There was a 50-50 split when it came to booking accommodations in advance. However, 59% said that on their next trip to B.C. they would book accommodation in advance. p. 62

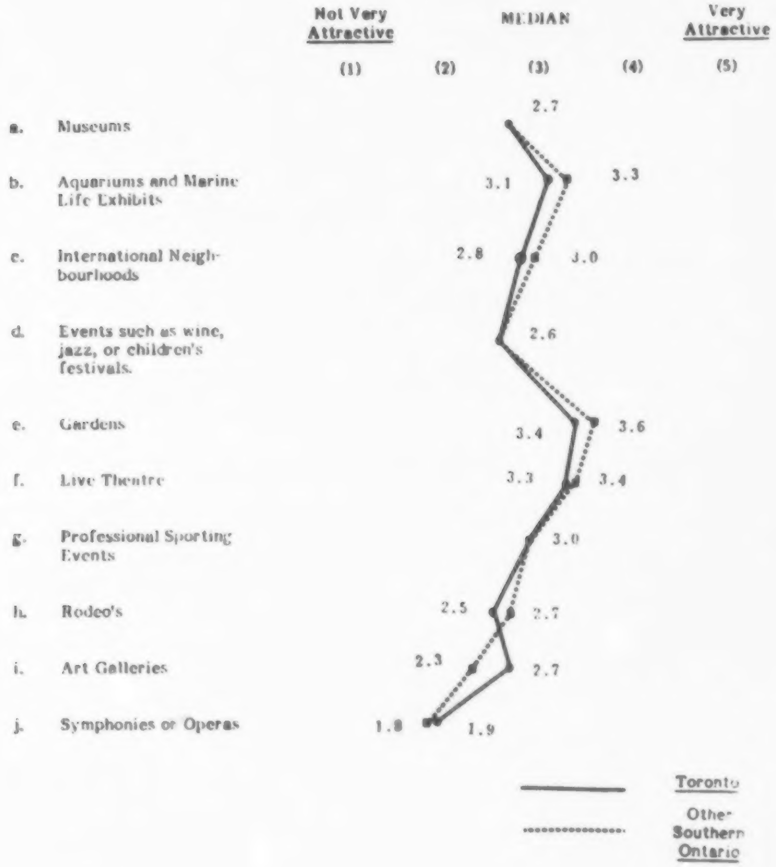
34. Those Southern Ontarians who have no friends or relatives in B.C. (94%) said they booked accommodations in advance, while those with friends or relatives were less apt to book ahead. p. 63

35. Those respondents who booked ahead this time said they would do so on future trips (81%). Yet of the ones who did not book ahead 60% said they still would not on future trips. p. 66

Page Reference

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below. p. 58 - 60



36. The major areas of attraction for Southern Ontarians are gardens and live theatre, with the least attractive being symphonies or operas. Toronto residents are more appreciative of art galleries than Other Southern Ontarians. p. 61

E. DEMOGRAPHICS OF SOUTHERN ONTARIAN VISITORS

		Page Reference
37.	The average Southern Ontarian visitor to B.C. was 34 years old.	p. 68
38.	Toronto residents were better educated than Other Southern Ontarians (65% vs. 48%).	p. 68
39.	Toronto residents had significantly higher income, on average, than their Other Southern Ontarian counterparts.	p. 71

NOTE:

In the following analysis, Total Southern Ontario data has been weighted to accurately represent the population in both Toronto and Other Southern Ontario. Please see Appendix II for details.

1a. How many nights in TOTAL were you away from home for this trip?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
2 or Less Nights	1	1	-
3 Nights	2	3	-
4 Nights	1	2	-
5 Nights	3	4	1
6 Nights	5	5	6
7 Nights	21	17	32
8 or More Nights	67	68	61
AVERAGE # OF NIGHTS	11.8	11.7	11.6

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Did Not Stay in B.C.	-	-	-
2 or Less Nights	1	1	-
3 Nights	2	2	3
4 Nights	7	6	9
5 Nights	9	7	16
6 Nights	11	9	18
7 Nights	21	21	19
8 or More Nights	48	53	35
Not Stated	1	2	-
AVERAGE # OF NIGHTS	8.5	9.1	7.6

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

TOTAL SOUTHERN ONTARIO	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	1	4	3	6	10	43	135
	%						
2 Nights or Less	100	33	-	-	-	-	-
3 Nights	-	67	-	-	5	-	1
4 Nights	-	-	100	23	-	3	6
5 Nights	-	-	-	77	-	18	5
6 Nights	-	-	-	-	95	11	6
7 Nights	-	-	-	-	-	69	9
8 or More Nights	-	-	-	-	-	-	72
Not Stated	-	-	-	-	-	-	2

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

TORONTO

	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	1	3	2	4	5	18	71
	%						
2 Nights or Less	-	33	-	-	-	-	-
3 Nights	-	67	-	-	-	-	-
4 Nights	-	-	100	25	-	-	4
5 Nights	-	-	-	75	-	11	3
6 Nights	-	-	-	-	100	-	6
7 Nights	-	-	-	-	-	89	9
8 or More Nights	100	-	-	-	-	-	76
Not Stated	-	-	-	-	-	-	3

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

OTHER SOUTHERN ONTARIO	Q.1a			
	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	1	6	32	61
	%			
3 Nights	-	17	-	3
4 Nights	-	-	6	12
5 Nights	100	-	28	10
6 Nights	-	83	28	7
7 Nights	-	-	38	12
8 or More Nights	-	-	-	57

2a. Where in B.C. did you stay overnight? Anywhere else?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Greater Vancouver	99	100	96
Nanaimo	4	4	6
Victoria	15	17	10
Campbell River	1	1	1
Other Vancouver Island	7	7	7
Kamloops	3	3	6
Okanagan	11	11	11
Radium	-	-	1
Kootenays	1	-	2
Banff	1	1	3
Lake Louise	-	1	-
Interior of B.C.	2	1	7
Other	2	1	3

NOTE: The following analysis (Questions 2b and 2c) is only on those areas of B.C. visited by over 5% of either the Toronto or Other Ontario respondents.

2b. Please tell me what you remember most strongly about your visit to (responses named in Q.2a)?

	Other Southern Ontario
BASE	6
	%
Nanaimo	
Beautiful Scenery	33
Mountains	17
Ocean/Coastline	17
Ferry Ride	33
Good Accommodations/Hotel/Motel	17
Fishing/Salmon Fishing	17

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	31	18	10
	%	%	
Victoria			
Visit Relatives/Friends	6	6	10
Beautiful Scenery	26	28	10
Mountains	3	6	-
Ocean/Coastline	3	6	-
Flowers/Trees	3	-	10
Other Specific Victoria Attractions	32	28	40
Butchard Gardens	13	17	-
Ferry Ride	3	6	-
Visit to Museum	10	11	-
Good Restaurants/Food	3	-	10
Other	7	6	20
Nothing/Just an Overnight Stay/Stop-over	3	-	10
Don't Know	-	6	-

2b. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	14	7	7
	%	%	
Other Vancouver Island			
Visit Relatives/Friends	14	29	-
Beautiful Scenery	14	-	43
Ocean/Coastline	14	29	14
Fishing	29	29	43
Other	14	14	14

	Other Southern Ontario
BASE	6
	%
Kamloops	
Mountains	17
Other	33
Nothing	50

2b. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	22	11	11
	%	%	
Okanagan			
Visiting Relatives	9	9	9
Beautiful Scenery	45	55	18
Mountains	9	9	9
Ocean/Coastline/Lakes	18	27	9
Clean City/Cleaner	9	9	9
Good Accommodations/ Hotel/Motel	5	-	9
Other	14	9	27
Nothing	9	9	9
Don't Know	5	-	9

	Other Southern Ontario
BASE	7
	%
Interior of B.C.	
Beautiful Scenery	29
Ocean/Coastline/Lakes	14
Good Accommodations	29
Other	43

2c. Did you plan to visit (responses named in Q.2a) before your trip began or did you only decide to visit that area once you got to B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
	%	%	
BASE			6
Nanaimo			
Before			67
During			33
BASE	32	18	10
Victoria			
Before	84	83	90
During	16	17	10
BASE	13	7	7
Other Vancouver Island			
Before	69	57	86
During	31	43	14
BASE			6
Kamloops			
Before			50
During			50
BASE	22	11	11
Okanagan			
Before	86	91	82
During	14	9	18
BASE			7
Interior of B.C.			
Before			14
During			86

3. Apart from Expo, what would you say was the highlight of your trip to British Columbia?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
The People/Lifestyle			
Visiting Friends/Relatives	12	12	14
Friendly People	5	5	4
Shopping	1	1	2
Trying Different Restaurants/ Types of Food	3	4	1
The Scenery/Environment/ Weather			
Beautiful Scenery	19	17	25
Mountains	17	14	25
Ocean Scenery/Water/Beach	7	8	6
Flowers/Trees/Greenery	4	4	5
Good/Beautiful Weather	6	8	1
Victoria Experience			
Sightseeing/Visiting Victoria	27	29	22
Butchart Gardens	8	6	13
Vancouver/City Experience			
Clean City/Clean Air	1	1	1
Sightseeing/Visiting Vancouver	10	9	13
Visit Stanley Park/Aquarium	15	14	18
Visit Grouse Mountain/ Capilano Suspension Bridge	14	14	11
Visit Gastown/Chinatown	1	-	3
Visit Granville Island	3	1	2
Visit Specific Vancouver Attractions/Specialty Areas	8	7	10
Visit Whistler	7	7	3
General			
Ferry Ride/Ferries	7	8	3
Visiting/Sightseeing Specific Areas/Places in B.C.	10	11	9
Outdoor Activities	5	5	5
Other	5	5	5
Nothing/Only Went to Expo	2	3	1
Don't Know	-	-	1

4. What is it about British Columbia other than Expo that you remember most vividly?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
POSITIVE			
The People/Lifestyle			
Visiting Friends/Relatives	4	5	1
Friendly People	9	7	14
Good Restaurants/Shopping	4	5	2
The Scenery/Environment/ Weather			
Beautiful Scenery	27	27	28
Mountains	48	44	57
Ocean Setting/Water	20	21	15
Flowers/Trees/Greenery	9	11	5
Good/Beautiful Weather	14	15	10
The Victoria Experience			
Sightsee/Tour Victoria	4	5	-
Butchart Gardens	2	1	3
The Vancouver Experience			
Clean City/Cleanliness	5	5	7
Vancouver Scenery/Beautiful City	6	7	3
Stanley Park	7	9	2
Grouse Mountain/Capilano Suspension Bridge	1	1	1
Gastown/Chinatown	2	2	1
Other Specific Vancouver Attractions/Specialty Area	3	3	4

4. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
POSITIVE			
Urban Experience			
Good Layout/Nice Road Set-Up	1	1	1
Skytrain Ride/Good Transit System	3	2	4
Architecture/Design of Buildings	4	4	4
Other			
Ferry Ride	1	1	-
Other Specific Place/Areas in B.C.	5	6	4
Other	6	5	10
Nothing/Only Went to Expo	1	2	-
Don't Know	1	1	2
NEGATIVE			
Poor Drivers/Traffic	-	-	1
Other Negative	1	1	2

5a. Was there anything about any part of your visit to British Columbia that surprised you?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Yes	47	46	50
No	53	54	50

5b. What was that? (Some part of your visit that surprised you.)

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	96	48	50
	%	%	
POSITIVE			
The People			
Friendliness of People	10	10	8
Different Ethnic Groups/ Nationalities/English/ French Influence	2	2	-
The Scenery/Environment			
Beautiful Scenery of B.C.	14	13	16
Mountainous	15	15	16
The Urban Experience			
Cleanliness of City/Clean Air	6	6	6
Good Public Transportation/ Skytrain	4	4	4
The Weather			
Beautiful Weather	11	10	12
No Rain/Lots of Sunshine	17	19	12
The Size			
Bigger/Larger Cities/More Developed	10	8	14
General			
Expo/How Good Expo Is	4	4	4
Various Positives About Province/Specific Sites	4	4	4
Other	17	15	22
NEGATIVE			
High Prices	7	8	2
Poor Drivers/Traffic	2	2	2
Poor Accommodations	4	4	2
Other Negatives	8	8	6

6a. How would you say Vancouver differs from cities in your area?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
POSITIVE			
The People			
Friendlier People	13	12	14
The Scenery/Environment			
More Beautiful Scenery	18	22	7
Mountains Nearby	21	22	17
Coastal Location/Ocean Nearby	19	20	16
More Gardens/Parks	7	9	4
The Weather			
Beautiful/Better Weather	3	4	-
Cooler Climate/Weather	1	1	1
The City Experience			
Cleaner City/No Smog/ Cleaner Air	14	13	19
Different Architecture/ Design of Buildings	3	2	4
More Foreign/British/ European Influence	1	1	1
Good Layout/Well Organized Streets	3	2	6
Better Public Transportation/Rapid Transit System	2	1	4
Less Crowded/Populated	2	3	-
Smaller/More Compact	13	15	6
Bigger/Larger City	6	4	12

6a. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
POSITIVE			
The Lifestyle			
Good/More Restaurants/ Shopping	1	1	2
Slower Paced/More Relaxed Lifestyle	15	18	7
NEGATIVE			
The Traffic			
Less Traffic	1	1	1
Larger Population/More People/Crowded	1	-	2
Heavier Traffic	1	1	-
Difficult to Get Around/ Different Road System	3	3	2
General			
Other Negative	2	2	3
Other	9	8	12
No Difference/Nothing	6	4	11
Don't Know	2	2	2

6b. How would you say British Columbia differs from Ontario?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
The People/Lifestyle			
Friendlier People	4	4	3
More Foreign Influence/ Ethnic Variety	2	3	-
Slower Paced Lifestyle/ People More Relaxed	8	10	5
The Scenery/Environment			
More Beautiful Scenery	24	28	13
Mountainous	40	35	56
Ocean Nearby/Water	13	13	15
More Wilderness/Outdoor Environment	5	5	4
More Trees/Greenery	6	5	8
Cleanliness			
Cleaner Air/No Smog/ Cleaner City	8	9	7
The Size			
Less Crowded/Populated	5	6	3
Smaller/Less Developed	4	4	4
Bigger/Larger Area	7	6	11
The Weather			
Cooler Weather	2	1	3
Rainy/Rains More	1	1	-
Warmer/Better Weather	6	5	11
General			
Other	14	14	13
No Difference	3	2	4
Don't Know	7	9	3

7. Before your trip, what did you imagine B.C. would be like?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
POSITIVE			
The People			
Thought People Would Be Friendly	2	2	1
The Scenery/Environment			
Beautiful Scenery/Scenic	10	9	15
Mountainous/Mountains	12	7	27
Lots of Water/Ocean/ Beaches	4	4	5
Trees/Flowers/Greenery	1	1	1
The Urban Experience			
Clean City/Clean Air	2	1	4
Would be Like Specific American/Canadian Cities	1	1	1
The Weather			
Cooler/Colder Weather	1	-	4
Rainy Weather/Lots of Rain	11	12	11
The Size			
Thought it Would be Smaller/ More Small Town	6	6	5
Thought it Would be Bigger/ Larger/More Developed	1	1	1
General			
Other	10	9	12
Been to B.C./Vancouver Before/Knew What it Was Like	42	46	29
Don't Know/No Idea What it Would be Like	16	18	11
NEGATIVE			
Thought People Would be Impersonal/Unfriendly	1	1	-

NOTE: The following tables compare respondents image of what they thought B.C. would be like (Q.7) with what surprised them about B.C. once they were here (Q.5b).

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

TOTAL SOUTHERN ONTARIO

		Q.5b	Q.7
BASE		96	204
		%	%
Q.5b	Q.7		
The People			
Friendliness of People	Thought People Would be Friendly	10	2
Different Ethnic Groups/ Nationalities/English/ French Influence		2	-
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	14	10
Mountainous	Mountainous/Mountains	15	12
	Lots of Water/Ocean/Beaches	-	4
	Trees/Flowers/Greenery	-	1
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	6	2
Good Public Transportation/Skytrain		4	-
	Would be Like Specific American/Canadian Cities	-	1
The Weather			
Beautiful Weather		11	-
No Rain/Lots of Sunshine		17	-
	Cooler/Colder Weather	-	1
	Rainy Weather/Lots of Rain	-	11

continued...

		Q.5b	Q.7
BASE		96	204
		%	%
Q.5b	Q.7		
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	10	6
	Thought it Would be Bigger/ Larger/More Developed	-	1
General			
Expo/How Good Expo Is		4	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	4	42
High Prices		7	-
Poor Drivers/Traffic		2	-
Poor Accommodations		4	-
	Thought People Would be Impersonal/Unfriendly	-	1
Other Negatives		8	-
Other	Other	17	10
	Don't Know/No Idea What it Would be Like	-	16

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

TORONTO

		Q.5b	Q.7
BASE		48	104
		%	%
Q.5b	Q.7		
The People			
Friendliness of People	Thought People Would be Friendly	10	2
Different Ethnic Groups/ Nationalities/English/ French Influence		2	-
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	13	9
Mountainous	Mountainous/Mountains	15	7
	Lots of Water/Ocean/Beaches	-	4
	Trees/Flowers/Greenery	-	1
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	6	1
Good Public Transportation/Skytrain		4	-
	Would be Like Specific American/Canadian Cities	-	1
The Weather			
Beautiful Weather		10	-
No Rain/Lots of Sunshine		19	-
	Rainy Weather/Lots of Rain	-	12

continued...

		Q.5b	Q.7
BASE		48	104
		%	%
Q.5b	Q.7		
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	8	6
	Thought it Would be Bigger/ Larger/More Developed	-	1
General			
Expo/How Good Expo Is		4	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	4	46
High Prices		8	-
Poor Drivers/Traffic		2	-
Poor Accommodations		4	-
	Thought People Would be Impersonal/Unfriendly	-	1
Other Negatives		8	-
Other	Other	15	9
	Don't Know/No Idea What it Would be Like	-	18

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

OTHER SOUTHERN ONTARIO

		Q.5b	Q.7
BASE		50	100
		%	%
Q.5b	Q.7		
The People			
Friendliness of People	Thought People Would be Friendly	8	1
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	16	15
Mountainous	Mountainous/Mountains	16	27
	Lots of Water/Ocean/Beaches	-	5
	Trees/Flowers/Greenery	-	1
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	6	4
Good Public Transportation/Skytrain		4	-
	Would be Like Specific American/Canadian Cities	-	1
The Weather			
Beautiful Weather		12	-
No Rain/Lots of Sunshine		12	-
	Cooler/Colder Weather	-	4
	Rainy Weather/Lots of Rain	-	11

continued...

		Q.5b	Q.7
BASE		50 %	100 %
Q.5b	**Q.7**		
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	14	5
	Thought it Would be Bigger/ Larger/More Developed	-	1
General			
Expo/How Good Expo Is		4	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	4	29
High Prices		2	-
Poor Drivers/Traffic		2	-
Poor Accommodations		2	-
Other Negatives		6	-
Other	Other	22	12
	Don't Know/No Idea What it Would be Like	-	11

8a. Would you say your trip to British Columbia, apart from Expo:

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Exceeded Your Expectations	51	52	49
Met Your Expectations	46	45	50
Did Not Meet Your Expectations	2	2	1
Don't Know	1	1	-

NOTE: In the following cross-tabulations question 7 has been regrouped into the following manner: those respondents who had some ideas or notions about B.C., those respondents who had been to B.C. before, and those who had no preconceived ideas about B.C. at all.

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TOTAL SOUTHERN ONTARIO

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	104	95	3	1
	%			
Various Notions/Ideas About B.C.	52	29	100	-
Been to B.C./Vancouver Before/Knew What it Was Like	32	55	-	-
Don't Know/No Idea What it Would be Like	16	16	-	100

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TORONTO

	Q.8a Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	54	47	2	1
	%			
Various Notions/Ideas About B.C.	48	19	100	-
Been to B.C./Vancouver Before/Knew What it Was Like	35	62	-	-
Don't Know/No Idea What it Would be Like	17	19	-	100

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

OTHER SOUTHERN ONTARIO

	Q.8a Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	49	50	1
	%		
Various Notions/Ideas About B.C.	66	54	100
Been to B.C./Vancouver Before/Knew What it Was Like	20	38	-
Don't Know/No Idea What it Would be Like	14	8	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
The People			
Friendlier People	15	14	15
Good Accommodations/Restaurants/Entertainment	3	4	1
Slow Paced/Relaxed Atmosphere	5	6	1
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	30	33	23
Mountainous/Mountains	7	6	9
Ocean/Water/More Beaches	4	4	4
More Trees/Greenery	1	1	1
The Urban Experience			
Cleaner City Than I Expected	2	2	1
Liked Victoria/Sightsee Victoria	3	4	2
Specific Vancouver Attractions/Tour Vancouver	2	2	3
Easy to Get Around/Well Organized Streets/Roads	1	1	1
Bigger/More Developed	1	1	2
The Satisfaction			
Enjoyed Visit/Had a Good/Great Time	30	27	38
Lots to See and Do	7	7	9
Nice/Interesting Place to Visit	8	10	3

8b. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
General			
Good Weather	20	21	15
Only Went to Expo	1	1	-
Did What I Planned/Came For	7	8	6
Other	9	9	11
Been to B.C./Vancouver Before/Knew What to Expect	11	10	13
Don't Know/Not Stated	4	4	3
Didn't See Enough/Needed More Time to Sightsee	3	3	2

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TOTAL SOUTHERN ONTARIO

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	104	95	3	1
	%			
The People				
Friendlier People	20	10	-	-
Good Accommodations/Restaurants/Entertainment	3	4	-	-
Slow Paced/Relaxed Atmosphere	8	2	-	-
The Scenery/Environment				
More Beautiful/Scenic Than I Expected	42	17	42	-
Mountainous/Mountains	11	2	-	-
Ocean/Water/More Beaches	6	2	-	-
More Trees/Greenery	2	-	-	-
The Urban Experience				
Cleaner City Than I Expected	1	2	-	-
Liked Victoria/Sightsee Victoria	5	2	-	-
Specific Vancouver Attractions/Tour Vancouver	3	2	-	-
Easy to Get Around/Well Organized Streets/Roads	2	-	-	-
Bigger/More Developed	2	-	-	-

continued...

TOTAL SOUTHERN ONTARIO

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	104	95	3	1
	%			
The Satisfaction				
Enjoyed Visit/Had a Good/ Great Time	24	37	-	-
Lots to See and Do	13	1	-	-
Nice/Interesting Place to Visit	6	11	-	-
General				
Good Weather	27	13	-	-
Only Went to Expo	1	-	-	-
Did What I Planned/Came For	1	14	-	-
Didn't See Enough/Needed More Time to Sightsee	1	2	58	-
Other	13	3	42	100
Been to B.C./Vancouver Before/Knew What to Expect	-	23	-	-
Don't Know/Not Stated	1	7	-	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TORONTO

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	54	47	2	1
	%			
The People				
Friendlier People	19	11	-	-
Good Accommodations/Restaurants/Entertainment	4	4	-	-
Slow Paced/Relaxed Atmosphere	9	2	-	-
The Scenery/Environment				
More Beautiful/Scenic Than I Expected	44	19	50	-
Mountainous/Mountains	11	-	-	-
Ocean/Water/More Beaches	6	2	-	-
More Trees/Greenery	2	-	-	-
The Urban Experience				
Cleaner City Than I Expected	2	2	-	-
Liked Victoria/Sightsee Victoria	6	2	-	-
Specific Vancouver Attractions/Tour Vancouver	2	2	-	-
Easy to Get Around/Well Organized Streets/Roads	2	-	-	-
Bigger/More Developed	2	-	-	-

continued...

TORONTO

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	54	47	2	1
	%			
The Satisfaction				
Enjoyed Visit/Had a Good/ Great Time	22	34	-	-
Lots to See and Do	13	-	-	-
Nice/Interesting Place to Visit	7	13	-	-
General				
Good Weather	28	15	-	-
Only Went to Expo	2	-	-	-
Did What I Planned/Came For	2	15	-	-
Didn't See Enough/Needed More Time to Sightsee	2	2	50	-
Other	13	-	50	100
Been to B.C./Vancouver Before/Knew What to Expect	-	21	-	-
Don't Know/Not Stated	-	9	-	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

OTHER SOUTHERN ONTARIO	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	49	50	1
	%		
The People			
Friendlier People	22	8	-
Good Accommodations/Restaurants/Entertainment	-	2	-
Slow Paced/Relaxed Atmosphere	2	-	-
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	35	12	-
Mountainous/Mountains	12	6	-
Ocean/Water/More Beaches	6	2	-
More Trees/Greenery	2	-	-
The Urban Experience			
Cleaner City Than I Expected	-	2	-
Liked Victoria/Sightsee Victoria	4	-	-
Specific Vancouver Attractions/Tour Vancouver	6	-	-
Easy to Get Around/Well Organized Streets/Roads	2	-	-
Bigger/More Developed	4	-	-

continued...

OTHER SOUTHERN ONTARIO

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	49	50	1
	%		
The Satisfaction			
Enjoyed Visit/Had a Good/ Great Time	31	46	-
Lots to See and Do	14	4	-
Nice/Interesting Place to Visit	-	6	-
General			
Good Weather	22	8	-
Did What I Planned/Came For	-	12	-
Didn't See Enough/Needed More Time to Sightsee	-	2	100
Other	12	10	-
Been to B.C./Vancouver Before/Knew What to Expect	-	26	-
Don't Know/Not Stated	2	4	-

9a. Thinking about your vacations in the next few years, will you be likely to return to British Columbia?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Yes	85	86	85
No	14	14	14
Don't Know	1	1	1

9b. Why is that? (Will not be likely to return to British Columbia for vacation in the next few years.)

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE*	30	15	15
	%	%	
Plan/Prefer to See/Visit Other Places	46	33	80
Older/Don't Travel as Much	7	7	7
No Time/Too Busy to Travel	5	7	-
Can't Afford/Lack of Money	15	20	-
Too Far to Travel/From Home	16	20	7
Been Before/No Reason to Come Back	5	7	-
Other	13	13	13

* CAUTION: Small bases for calculations.

9c. What would it take to bring you back to B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	30	15	15
	%	%	
Another World's Fair/Expo/ Big Event	7	7	7
A Visit to Relatives/Big Family Function	5	-	20
More Time for Vacation/ To Travel	14	7	33
More Money/Enough Money to Afford Trip	23	27	13
Cheaper Transportation Costs	16	20	7
Other	17	13	27
Nothing	5	7	-
Don't Know	18	20	13

10a. When do you think that will be (return to B.C. for a vacation)?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Under 1 Year	8	8	8
1 - 2 Years	30	30	31
3 - 5 Years	43	44	42
6 - 10 Years	11	10	12
Over 10 Years	2	2	-
Don't Know	6	6	7
MEDIAN	2.2	2.2	2.2

10a. When do you think that will be (return to B.C. for a vacation)?

TOTAL SOUTHERN ONTARIO	Male	Female	34 and Under	35 - 54	55+
BASE	63	111	78	73	24
			%		
Under 1 Year	11	6	14	4	4
1 - 2 Years	37	26	26	33	33
3 - 5 Years	40	45	46	41	42
6 - 10 Years	5	14	10	12	4
Over 10 Years	2	1	1	-	4
Don't Know	5	7	3	7	8

10a. When do you think that will be (return to B.C. for a vacation)?

TORONTO	Male	Female	34 and Under	35 - 54	55+
BASE	34	55	41	38	10
			%		
Under 1 Year	12	6	15	3	-
1 - 2 Years	38	26	24	34	40
3 - 5 Years	38	47	46	42	40
6 - 10 Years	3	15	10	13	-
Over 10 Years	3	2	2	-	10
Don't Know	6	6	2	8	10

10a. When do you think that will be (return to B.C. for a vacation)?

OTHER SOUTHERN ONTARIO	Male	Female	34 and Under	35 - 54	55+
BASE	26	59	35	33	17
	%				
Under 1 Year	8	9	9	6	12
1 - 2 Years	35	29	29	33	29
3 - 5 Years	46	41	46	39	41
6 - 10 Years	12	12	11	12	12
Don't Know	-	10	6	9	6

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	% saying "yes"		
March to June (Spring)	17	17	19
July to August (Summer)	79	80	77
September to October (Fall)	31	29	38
November to February (Winter)	16	18	9

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

TOTAL SOUTHERN ONTARIO	Male	Female	34 and Under	35 - 54	55+
BASE	63	111	78	73	24
	% saying "yes"				
March to June (Spring)	16	18	21	14	17
July to August (Summer)	85	76	79	78	79
September to October (Fall)	26	35	22	29	67
November to February (Winter)	17	15	23	14	-

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

TORONTO	Male	Female	34 and Under	35 - 54	55+
BASE	34	55	41	38	10
	% saying "yes"				
March to June (Spring)	15	18	20	13	20
July to August (Summer)	88	75	78	79	90
September to October (Fall)	24	33	22	29	60
November to February (Winter)	18	18	24	16	-

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

OTHER SOUTHERN ONTARIO	Male	Female	34 and Under	35 - 54	55+
BASE	26	59	35	33	17
	% saying "yes"				
March to June (Spring)	19	19	26	15	12
July to August (Summer)	73	78	83	76	64
September to October (Fall)	35	39	26	30	76
November to February (Winter)	15	7	17	6	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Vancouver	45	46	40
Vancouver Island	31	28	40
Victoria	32	35	24
Mountain Areas	22	25	14
Cariboo	1	1	1
North	32	32	32
Okanagan	17	16	19
Kootenays	2	2	-
Banff	7	8	4
Lake Louise	2	2	1
Coast/B.C. Coast	6	6	8
B.C. Interior	3	3	4
Other	1	-	2
All Areas/Just Tour Around	4	2	8
Don't Know	1	1	1

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

	Q.10a					
TOTAL SOUTHERN ONTARIO	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	14	53	76	18	3	10
	%					
Vancouver	39	43	50	27	100	33
Vancouver Island	39	31	31	35	-	20
Victoria	25	36	35	14	50	24
Mountain Areas	35	23	20	30	-	5
Cariboo	-	1	-	8	-	-
North	39	28	31	40	-	43
Okanagan	29	15	16	14	-	24
Kootenays	-	-	4	-	-	-
Banff	4	4	8	16	-	-
Lake Louise	-	-	3	8	-	-
Coast/B.C. Coast	4	5	10	-	-	5
B.C. Interior	-	3	5	6	-	-
Other	-	-	1	-	-	-
All Areas/Just Tour Around	8	4	2	-	-	19
Don't Know	-	3	1	-	-	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

	Q.10a					
TORONTO	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	7	27	39	9	2	5
	%					
Vancouver	43	44	51	22	100	40
Vancouver Island	43	26	31	33	-	-
Victoria	29	41	39	11	50	20
Mountain Areas	43	26	23	33	-	-
Cariboo	-	-	-	11	-	-
North	43	22	33	44	-	40
Okanagan	29	15	15	11	-	20
Kootenays	-	-	5	-	-	-
Banff	-	4	10	22	-	-
Lake Louise	-	-	3	11	-	-
Coast/B.C. Coast	-	4	10	-	-	-
B.C. Interior	-	4	5	-	-	-
All Areas/Just Tour Around	-	4	-	-	-	20
Don't Know	-	4	-	-	-	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

OTHER SOUTHERN ONTARIO	Q.10a Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Don't Know
BASE	7	26	36	10	6
	%				
Vancouver	29	39	47	40	17
Vancouver Island	29	46	33	40	68
Victoria	14	23	25	20	33
Mountain Areas	14	15	11	20	17
Cariboo	-	4	-	-	-
North	29	42	22	30	50
Okanagan	29	15	17	20	33
Banff	14	4	3	-	-
Lake Louise	-	-	3	-	-
Coast/B.C. Coast	14	8	8	-	17
B.C. Interior	-	-	3	20	-
Other	-	-	6	-	-
All Areas/Just Tour Around	29	4	8	-	17
Don't Know	-	-	3	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Outdoor Activities			
Camping	13	14	11
Fishing	10	9	13
Skiing	16	18	8
Hiking	10	8	15
Boating/Sailing/Cruising	10	11	6
Other Beach/Ocean Activities	4	3	6
Other Outdoor Activities	3	2	5
Visit Parks and Gardens			
Visit Wildlife/Nature Parks	6	6	6
See Parks/Gardens	1	1	2
See Butchart Gardens	4	5	4
See Stanley Park/Aquarium	4	5	4
Sightsee/Tour Various Attractions			
Sightsee/Tour	50	51	49
Sightsee/Visit Victoria	10	11	5
Sightsee/Visit Vancouver	5	6	5
Grouse Mountain/Suspension Bridge	1	-	2
Gastown/Chinatown	-	-	1
Specific Vancouver Attractions/Special Area	3	3	2
Specific Places/Areas in B.C.	8	9	4
Cultural			
Visit Museums	5	6	4
Theatre/Cultural Events	3	2	4
Historical Sites/Learn About Indian/B.C. Culture	1	1	1

12. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Relax/Shop/Just Visit			
Visit Relatives/Friends	10	10	11
Shopping	3	3	2
Try Different Restaurants/ Types of Food/Ethnic	1	1	1
Relax/Enjoy Holiday/Meet People	5	6	4
General			
Rides Ferry/Ferries	2	1	5
Other	6	6	6
Don't Know	2	2	2

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

TOTAL SOUTHERN ONTARIO:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	77	54	56	41	29	55	14	24	2
	%								
Outdoor Activities									
Camping	5	19	4	13	14	28	21	4	-
Fishing	8	14	11	10	12	14	18	10	-
Skiing	24	8	10	38	19	11	4	20	-
Hiking	5	7	7	12	2	12	25	13	-
Boating/Sailing/Cruising	9	7	8	13	4	12	25	14	-
Other Beach/Ocean Activities	3	7	1	4	-	3	-	10	27
Other Outdoor Activities	1	7	2	-	7	7	-	4	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	3	13	3	-	2	6	11	4	-
See Parks/Gardens	1	1	3	-	-	2	-	-	-
See Butchart Gardens	6	4	11	6	-	3	4	-	-
See Stanley Park/Aquarium	7	1	9	-	-	4	11	10	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	45	55	44	62	57	51	39	60	100
Sightsee/Visit Victoria	13	5	25	7	5	10	11	2	-
Sightsee/Visit Vancouver	10	3	11	4	5	4	-	8	-
Grouse Mountain/Suspension Bridge	1	2	-	-	-	-	-	-	-
Gastown/Chinatown	1	-	-	-	2	-	-	-	-
Specific Vancouver Attractions/Special Area	4	1	4	4	-	1	-	2	-
Specific Places/Areas in B.C.	8	6	8	8	9	11	11	2	-

continued...

TOTAL SOUTHERN ONTARIO:

1 = Vancouver
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5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	77	54	56	41	29	55	14	24	2
	%								
Cultural									
Visit Museums	5	-	15	4	7	4	-	-	-
Theatre/Cultural Events	2	6	-	1	4	6	-	2	-
Historical Sites/Learn About Indian/B.C. Culture	2	1	3	-	-	1	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	16	10	10	4	2	8	-	8	-
Shopping	1	-	4	4	-	-	4	8	-
Try Different Restaurants/ Types of Food/Ethnic	1	1	3	4	-	-	-	2	-
Relax/Enjoy Holiday/Meet People	3	4	3	-	12	4	11	6	73
General									
Rides Ferry/Ferries	3	5	1	1	2	4	11	-	-
Other	4	7	5	4	2	4	-	10	-
Don't Know	3	1	2	1	5	1	-	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

TORONTO:
1 = Vancouver
2 = Vancouver Island
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8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	41	25	31	24	14	28	8	10	1
	%								
Outdoor Activities									
Camping	2	24	3	13	14	36	25	-	-
Fishing	7	12	10	8	14	14	13	10	-
Skiing	29	8	13	42	21	11	-	30	-
Hiking	2	-	7	8	-	11	25	10	-
Boating/Sailing/Cruising	10	4	7	13	-	14	25	20	-
Other Beach/Ocean Activities	2	8	-	4	-	-	-	10	-
Other Outdoor Activities	-	8	-	-	7	7	-	-	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	2	16	3	-	-	7	13	-	-
See Parks/Gardens	-	-	3	-	-	-	-	-	-
See Butchart Gardens	7	4	13	4	-	4	-	-	-
See Stanley Park/Aquarium	7	-	10	-	-	4	13	10	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	44	64	42	63	57	57	38	60	100
Sightsee/Visit Victoria	15	4	29	8	7	11	13	-	-
Sightsee/Visit Vancouver	10	-	13	4	7	4	-	10	-
Specific Vancouver Attractions/Special Area	5	-	3	4	-	-	-	-	-
Specific Places/Areas in B.C.	10	8	10	8	7	14	13	-	-

continued...

TORONTO:
1 = Vancouver
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5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	41	25	31	24	14	28	8	10	1
	%								
Cultural									
Visit Museums	5	-	16	4	7	4	-	-	-
Theatre/Cultural Events	-	4	-	-	-	7	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	2	-	3	-	-	-	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	17	8	10	4	-	7	-	10	-
Shopping	-	-	3	4	-	-	-	10	-
Try Different Restaurants/ Types of Food/Ethnic	-	-	3	4	-	-	-	-	-
Relax/Enjoy Holiday/Meet People	2	4	3	-	14	4	13	10	100
General									
Rides Ferry/Ferries	2	4	-	-	-	4	13	-	-
Other	5	8	7	4	-	4	-	10	-
Don't Know	2	-	-	-	7	-	-	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

OTHER SOUTHERN ONTARIO:

1 = Vancouver
2 = Vancouver Island
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5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	34	34	20	12	16	28	4	18	1
	%								
Outdoor Activities									
Camping	15	9	5	17	13	7	-	11	-
Fishing	9	18	15	17	6	14	50	11	-
Skiing	6	9	-	17	13	11	25	6	-
Hiking	12	21	10	33	6	14	25	17	-
Boating/Sailing/Cruising	6	12	15	17	13	7	25	6	-
Other Beach/Ocean Activities	3	6	5	-	-	11	-	11	100
Other Outdoor Activities	6	6	10	-	6	7	-	11	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	6	6	-	-	6	4	-	11	-
See Parks/Gardens	3	3	-	-	-	7	-	-	-
See Butchart Gardens	-	3	5	17	-	-	25	-	-
See Stanley Park/Aquarium	6	3	5	-	-	4	-	11	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	50	35	50	58	56	32	50	61	100
Sightsee/Visit Victoria	6	6	10	-	-	7	-	6	-
Sightsee/Visit Vancouver	9	9	5	-	-	4	-	6	-
Grouse Mountain/Suspension Bridge	6	6	-	-	-	-	-	-	-
Gastown/Chinatown	3	-	-	-	6	-	-	-	-
Specific Vancouver Attractions/Special Area	3	3	5	-	-	4	-	6	-
Specific Places/Areas in B.C.	3	3	-	8	13	-	-	6	-

continued...

OTHER SOUTHERN ONTARIO:

1 = Vancouver
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5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	34	34	20	12	16	28	4	18	1
	%								
Cultural									
Visit Museums	6	-	10	-	6	4	-	-	-
Theatre/Cultural Events	9	9	-	8	13	4	-	6	-
Historical Sites/Learn About Indian/B.C. Culture	-	3	-	-	-	4	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	12	15	10	-	6	11	-	6	-
Shopping	3	-	5	-	-	-	25	6	-
Try Different Restaurants/ Types of Food/Ethnic	3	3	-	-	-	-	-	6	-
Relax/Enjoy Holiday/Meet People	3	3	-	-	6	4	-	-	-
General									
Rides Ferry/Ferries	6	6	5	8	6	4	-	-	-
Other	3	6	-	-	6	4	-	11	-
Don't Know	3	3	10	8	-	4	-	-	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Car	84	87	78
Car and Trailer	2	1	4
R.V.	1	-	5
Plane	44	43	47
Train	7	7	6
Bus	17	18	15
Boat Cruise	4	3	5
Other	3	3	4

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

TOTAL SOUTHERN ONTARIO	34 and Under	35 - 54	55+
BASE	78	73	24
		%	
Car	74	93	83
Car and Trailer	3	1	-
R.V.	-	3	4
Plane	40	45	54
Train	8	4	8
Bus	26	10	13
Boat Cruise	1	5	4
Other	5	3	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

TORONTO	34 and Under	35 - 54	55+
BASE	41	38	10
		%	
Car	73	97	100
Car and Trailer	2	-	-
Plane	37	45	60
Train	10	3	10
Bus	29	11	-
Boat Cruise	-	8	-
Other	5	3	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

OTHER SOUTHERN ONTARIO	34 and Under	35 - 54	55+
BASE	35	33	17
		%	
Car	80	85	59
Car and Trailer	3	6	-
R.V.	-	9	6
Plane	46	48	47
Train	6	6	6
Bus	17	6	29
Boat Cruise	3	3	12
Other	6	3	-

14b. **(ONTARIO RESIDENTS ONLY)**

Would you consider flying to Calgary, renting a car and driving through B.C. and flying home from Vancouver or vise versa if there was no drop-off charge for the car?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Yes	86	87	85
No	14	14	15

15a. Would you recommend to your friends that they visit B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Yes	99	99	100
No	1	1	-

15b. Why would you recommend it?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	173	88	85
	%	%	
The People/Lifestyle			
Friendly People	18	18	19
Slower Paced Lifestyle/ Relaxed Atmosphere	6	7	5
The Scenery/Environment/ Weather			
Beautiful B.C./Beautiful Scenery	50	49	54
Mountains	13	13	14
Ocean Nearby/Water	3	3	1
Parks/Gardens/Greenery	1	-	2
Good Weather	8	9	6
The B.C. Experience			
Clean City/Province/ Clean Air	4	5	1
Visit Specific Victoria Attractions/See Victoria	1	-	4
Visit Specific Vancouver Attractions/See Vancouver	3	3	2
B.C. is so Different/ A Change From Ontario	10	9	11
Would be a Nice/Interesting Place to Visit/Should See B.C.	23	27	12
Good Restaurants/Accommodations	5	7	1

15b. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	173	88	85
	%	%	
General			
Enjoyed Visit/Had a Good Time	19	18	22
Lots to See and Do	10	10	11
Outdoor Activities	3	3	1
Expo/Visit Expo	1	1	1
Good Prices/Inexpensive	2	2	-
Other	1	-	5
Don't Know	3	3	-

15b. Why would you not recommend it?

(As only 1% of Southern Ontarians answering question 15a replied that they would not recommend B.C. to their friends, the table for question 15b was not included.)

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
a. Museums			
1...Not Very Attractive	11	11	12
2	14	14	15
3	37	38	34
4	22	23	21
5...Very Attractive	15	15	18
MEDIAN	2.7	2.7	2.7
b. Aquariums and Marine Life Exhibits			
1...Not Very Attractive	6	8	1
2	8	8	8
3	30	30	27
4	39	38	41
5...Very Attractive	17	16	22
MEDIAN	3.2	3.1	3.3
c. International Neighbourhoods			
1...Not Very Attractive	8	8	9
2	14	15	11
3	33	34	29
4	32	29	39
5...Very Attractive	14	15	12
MEDIAN	2.9	2.8	3.0

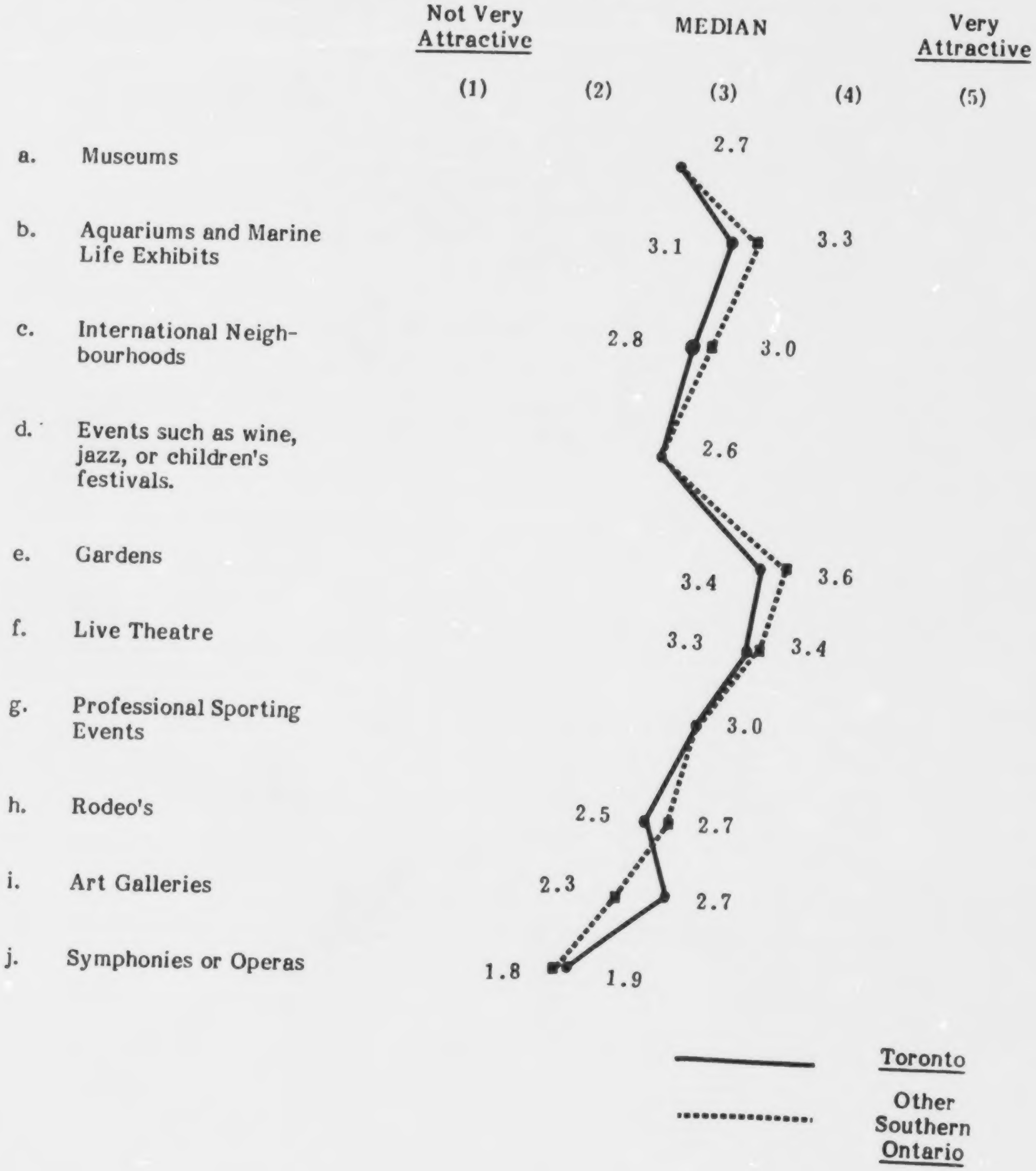
16. continued...

		Total Southern Ontario	Toronto	Other Southern Ontario
	BASE	174	89	85
		%	%	
d.	**Events such as wine, jazz, or children's festivals.**			
	1...Not Very Attractive	14	16	8
	2	17	15	25
	3	33	35	29
	4	27	26	32
	5...Very Attractive	8	9	6
	MEDIAN	2.6	2.6	2.6
e.	**Gardens**			
	1...Not Very Attractive	1	1	1
	2	14	14	17
	3	22	25	15
	4	27	26	28
	5...Very Attractive	36	35	39
	MEDIAN	3.5	3.4	3.6
f.	**Live Theatre**			
	1...Not Very Attractive	3	4	4
	2	11	11	11
	3	25	27	20
	4	32	28	44
	5...Very Attractive	28	30	22
	MEDIAN	3.3	3.3	3.4
g.	**Professional Sporting Events**			
	1...Not Very Attractive	14	16	11
	2	15	14	19
	3	21	21	21
	4	27	28	22
	5...Very Attractive	23	21	27
	MEDIAN	3.0	3.0	3.0

16. continued...

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
h. Rodeo's			
1...Not Very Attractive	20	27	9
2	17	16	21
3	23	23	26
4	24	23	29
5...Very Attractive	15	15	14
Don't Know	1	1	-
MEDIAN	2.5	2.5	2.7
i. Art Galleries			
1...Not Very Attractive	12	10	19
2	18	17	21
3	34	35	32
4	29	30	24
5...Very Attractive	7	8	5
MEDIAN	2.6	2.7	2.3
j. Symphonies or Operas			
1...Not Very Attractive	26	24	32
2	28	29	24
3	20	19	22
4	15	15	18
5...Very Attractive	11	14	5
MEDIAN	1.9	1.9	1.8

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:



17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Yes	76	79	68
No	24	21	32

18a. Did you book any accommodation before your trip?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Yes	50	48	54
No	50	52	46

18b. On your next trip to B.C. will you book your accommodation in advance?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	174	89	85
	%	%	
Yes	59	58	60
No	39	39	39
Don't Know	2	2	1

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TOTAL SOUTHERN ONTARIO

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	132	42
	%	
Yes	36	94
No	64	6

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TOTAL SOUTHERN ONTARIO

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	132	42
	%	
Yes	51	83
No	46	17
Don't Know	3	-

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TORONTO

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	70	19
	%	
Yes	34	100
No	66	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TORONTO

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	70	19
	%	
Yes	51	84
No	46	16
Don't Know	3	-

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

OTHER SOUTHERN ONTARIO	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	58	27
	%	
Yes	41	82
No	59	19

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

OTHER SOUTHERN ONTARIO	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	58	27
	%	
Yes	50	82
No	48	19
Don't Know	2	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

TOTAL SOUTHERN ONTARIO

	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	87	87
	%	
Yes	81	37
No	18	60
Don't Know	1	3

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

TORONTO

	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	43	46
	%	
Yes	81	37
No	19	59
Don't Know	-	4

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

OTHER SOUTHERN ONTARIO	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	46	39
	%	
Yes	80	36
No	17	64
Don't Know	2	-

18c. Why is that (will not book accommodation in advance)?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	68	35	33
	%	%	
Stay With Relatives/Friends	70	71	67
Lots of Accommodation Available/Less Crowded	11	9	18
Like to Compare/See Hotel/ Don't Like to Book in Advance	2	3	-
No Need/Motorhome/Camping	11	11	9
Freedom From Schedules/ Visiting Different Areas	7	6	9
Don't Know/Not Stated	2	3	-

DEMOGRAPHICS

19. Into which of the following age categories do you fit?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
15 - 19	4	5	3
20 - 24	16	14	20
25 - 34	23	26	16
35 - 44	25	25	25
45 - 54	18	18	16
55 - 64	12	10	17
65+	2	2	3
MEDIAN	37	36	38

20a. What is the highest level of education that you completed?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Some/Less Than High School	8	7	10
High School Graduate	30	26	40
Post Secondary	61	65	48
Refused/Not Stated	2	2	2

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

TOTAL SOUTHERN ONTARIO

	34 and Under	35 - 54	55+
BASE	89	87	28
	%		
Some/Less Than High School	4	10	7
High School Graduate	25	28	54
Post Secondary	69	60	39
Refused/Not Stated	1	2	-

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

TORONTO

	34 and Under	35 - 54	55+
BASE	47	45	12
	%		
Some/Less Than High School	4	11	-
High School Graduate	23	22	50
Post Secondary	70	64	50
Refused/Not Stated	2	2	-

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

OTHER SOUTHERN ONTARIO	34 and Under	35 - 54	55+
BASE	39	41	20
	%		
Some/Less Than High School	8	7	20
High School Graduate	29	41	60
Post Secondary	64	46	20
Refused/Not Stated	-	5	-

20b. In total, how many years of full-time post secondary have you completed?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	124	68	48
	%	%	
1 Year	6	4	13
2 Years	17	16	19
3 Years	17	16	21
4 Years	32	35	19
5 Years	10	10	10
6 Years	4	3	6
7 Years	10	10	6
8 Years or More	5	4	6
AVERAGE	4.0	4.1	4.0

21. And finally for classification purposes only, please tell me to the nearest thousand what your total household income before taxes was for 1985?

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Less Than $15,000	6	4	9
$15,000 to $24,999	10	9	14
$25,000 to $34,999	7	6	11
$35,000 to $44,999	9	10	11
$45,000 or More	34	37	30
Refused/Don't Know	33	36	25
MEDIAN INCOME	$45,400	$46,200	$38,200

22. Sex of respondent.

	Total Southern Ontario	Toronto	Other Southern Ontario
BASE	204	104	100
	%	%	
Male	35	36	30
Female	65	64	70

PART TWO

EASTERN WASHINGTON

SUMMARY OF EASTERN WASHINGTON VISITOR SURVEYS

Page Reference

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. The Eastern Washington residents were not expecting Vancouver to be as large as it is, but were anticipating the scenery and mountains. p. 14

   Their expectations were less poignant than those from other destinations.

2. Approximately one-third of the Eastern Washingtonians surveyed had been to British Columbia at some time previously, hence they "knew what to expect". p. 15

After Returning Home

3. Once the Eastern Washingtonians returned home their lasting impressions were related to the beautiful scenery, friendly people, and specific Vancouver attractions. Stanley Park and the Aquarium were specifically identified. p. 5, 6

4. Nineteen percent (19%) of these visitors were not able to identify any specific highlights, for they only came to Vancouver to visit Expo. p. 6

5. The most vivid images remaining in the minds of the Eastern Washington visitors were the friendliness of the people, the scenery (including mountains and foliage), and the cleanliness of the city. p. 7

6. Thirty-seven percent (37%) of the Washington visitors found something about their visit to British Columbia to be surprising, again relating to the friendliness of the residents they encountered and the size and sophistication of the cities. p. 8 - 10

7. British Columbia does not differ too much from Eastern Washington according to these respondents. When compared to the California responses, the Eastern Washingtonians were much less able to identify variances between their state and the Province. They did mention the greenery and trees, but little else stood out. p. 13

Vancouver Perceptions

8. Vancouver was of course much larger than their city or town and to them the environment was much cleaner. Other than these physical characteristics little stood out. p. 11, 12

9. The Eastern Washington respondents were almost unanimous in saying their trip either met or exceeded their expectations. The friendliness of the local populace was specifically named by 32% of the sample, and 18% mentioned that the scenery was more appealing than expected. p. 19

B. FUTURE VISITS TO BRITISH COLUMBIA

		Page Reference
10.	Ninety-three percent (93%) of the Eastern Washington residents are likely to return to the Province for a vacation.	p. 23
11.	Those who do not plan to return want to see other places or don't travel frequently.	p. 23
12.	Those who plan to return anticipate that this will be in 1 to 2 years (60%), in 3 to 5 years (18%), or within the next year (12%). Older respondents are more likely to return sooner.	p. 24
13.	Return visits can be expected in the Summer months (81%) or split evenly in the Spring or Fall (28%). Younger Washingtonians are much more likely to come back in the Spring.	p. 26
14.	Although they did not visit Victoria on this trip many anticipate visiting the Capital next time (38%). The largest group still, however, plan to visit Vancouver (53%). The Mountain Areas (14%), the Northern parts of B.C. (19%), and Vancouver Island are also very appealing.	p. 27
15.	Similar to the California result, the further away the return trip to B.C. is perceived, the more likely the visit will be to Northern B.C., and also to Victoria. These respondents have a indefinite perception of the Province, and these destinations would seem less attainable.	p. 28
16.	Outdoor activities in B.C. are a major attraction for the Eastern Washington group. These include the active and passive types (camping or visiting gardens, etc.). Sightseeing is the most anticipated activity, with 34% of the respondents indicating this.	p. 31, 32
17.	The Eastern Washington respondents are committed automobile travellers, especially the younger group. The older respondents are much more likely to include bus travelling and use of an R.V. in their plans.	p. 33
18.	The Eastern Washington respondents unanimously endorsed B.C. as a vacation destination. One hundred percent (100%) would recommend it to their friends because of the friendly people (34%) and beautiful scenery (37%).	p. 34, 35

Page Reference

C. EASTERN WASHINGTONS TRIP PATTERNS

19. In total, Eastern Washingtonians spent an average of 5 days away from home of which 3½ days were spent in British Columbia. In essence they drove to Expo and drove home. p. 2

20. Over half of those respondents who spent 4 nights or less away from home spent all of those nights in B.C. Eighty-eight percent of Eastern Washingtonians who were only away for one or two nights spent one or both of those nights in B.C. p. 3

21. Eight percent (8%) of the Eastern Washington respondents visited Victoria. They did not visit any other areas. p. 4

22. Only 11% of the Eastern Washington sample had friends or relatives to visit in B.C. -- a small community of interest! p. 40

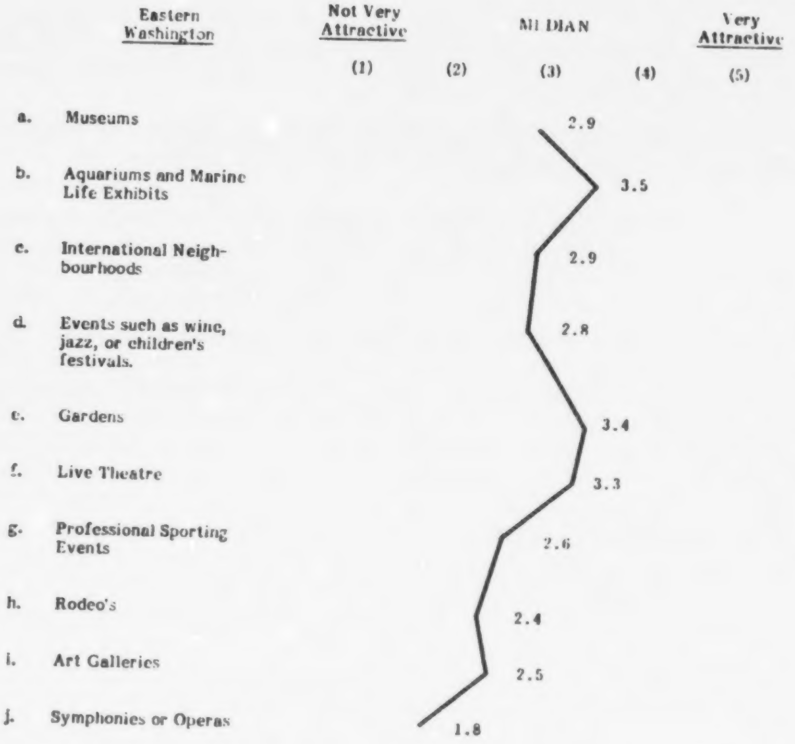
23. Sixty-eight percent (68%) of the Washington respondents had booked their accommodation prior to their trip beginning and 73% of them would do so again. p. 40

24. There was not much difference among those Eastern Washingtonians who had friends or relatives in B.C. or did not and whether they had booked any accommodation in advance. In both cases over 60% of respondents booked in advance, regardless. p. 41

Page Reference

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below. p. 36 - 38



25. Eastern Washingtonians give Aquariums and Marine Life Exhibits the overall highest rating. Gardens and Live Theatre were also rated slightly higher than average.

Page Reference

E. DEMOGRAPHICS OF EASTERN WASHINGTON VISITORS

26. The average age of the Eastern Washington visitor was 38, with the mode being 25 - 34. p. 45

27. Almost 65% of the respondents had some post secondary education for an average 3 years study. p. 43, 44

28. The median annual household income was approximately $35,000. p. 45

NOTE:

No weighting was done on this section.

1a. How many nights in TOTAL were you away from home for this trip?

	Eastern Washington
BASE	100
	%
2 or Less Nights	8
3 Nights	19
4 Nights	28
5 Nights	13
6 Nights	12
7 Nights	10
8 or More Nights	10
Not Stated	-
AVERAGE # OF NIGHTS	4.9

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

	Eastern Washington
BASE	100
	%
Did Not Stay in B.C.	8
2 or Less Nights	18
3 Nights	33
4 Nights	22
5 Nights	9
6 Nights	2
7 Nights	6
8 or More Nights	2
Not Stated	-
AVERAGE # OF NIGHTS	3.4

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

EASTERN WASHINGTON	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	8	19	28	13	12	10	10
	%						
Did Not Stay in B.C.	13	21	4	8	-	-	10
2 Nights or Less	88	16	11	8	8	20	10
3 Nights	-	63	32	39	33	20	10
4 Nights	-	-	54	15	25	10	10
5 Nights	-	-	-	31	17	-	30
6 Nights	-	-	-	-	17	-	-
7 Nights	-	-	-	-	-	50	10
8 or More Nights	-	-	-	-	-	-	20

2a. Where in B.C. did you stay overnight? Anywhere else?

	Eastern Washington
BASE	92
	%
Greater Vancouver	96
Nanaimo	-
Victoria	8
Other Vancouver Island	1
Kamloops	-
Okanagan	1
Lake Louise	-
Other	2

NOTE: The following analysis (Questions 2b and 2c) is only on those areas of B.C. visited by over 5% of either the Oregon or Eastern Washington respondents.

2b. Please tell me what you remember most strongly about your visit to (responses named in Q.2a)?

	Eastern Washington
BASE	7
	%
Victoria	
Friendliness of People	-
Beautiful Scenery	43
Flowers/Trees	-
Butchart Gardens	14
Ferry Ride	14
Good Restaurents/Food	14
Other	14

2c. Did you plan to visit (responses named in Q.2a) before your trip began or did you only decide to visit that area once you got to B.C.?

	Eastern Washington
BASE	7
	%
Victoria	
Before	100
During	-

3. Apart from Expo, what would you say was the highlight of your trip to British Columbia?

	Eastern Washington
BASE	100
	%
The People/Lifestyle	
Visiting Friends/Relatives	1
Friendly People	17
Shopping	3
Trying Different Restaurants/ Types of Food	8
The Scenery/Environment/ Weather	
Beautiful Scenery	20
Mountains	4
Ocean Scenery/Water/Beach	3
Flowers/Trees/Greenery	3
Good/Beautiful Weather	-
Victoria Experience	
Sightseeing/Visiting Victoria	4
Butchart Gardens	4

3. continued...

	Eastern Washington
BASE	100
	%
Vancouver/City Experience	
Clean City/Clean Air	2
Sightseeing/Visiting Vancouver	10
Visit Stanley Park/Aquarium	14
Visit Grouse Mountain/ Capilano Suspension Bridge	3
Visit Gastown/Chinatown	2
Visit Granville Island	-
Visit Specific Vancouver Attractions/Specialty Areas	6
Skytrain Ride	6
General	
Ferry Ride/Ferries	5
Visiting/Sightseeing Specific Areas/Places in B.C.	6
Outdoor Activities	1
Other	5
Nothing/Only Went to Expo	19

4. What is it about British Columbia other than Expo that you remember most vividly?

	Eastern Washington
BASE	100
	%
POSITIVE	
The People/Lifestyle	
Friendly People	29
Good Restaurants/Shopping	2
Foreign Money/Kilometres	5
The Scenery/Environment/ Weather	
Beautiful Scenery	21
Mountains	15
Ocean Setting/Water	7
Flowers/Trees/Greenery	15
Good/Beautiful Weather	9
The Victoria Experience	
Sightsee/Tour Victoria	-
Butchart Gardens	-
The Vancouver Experience	
Clean City/Cleanliness	18
Vancouver Scenery/Beautiful City	4
Stanley Park	6
Grouse Mountain/Capilano Suspension Bridge	1
Gastown/Chinatown	1
Other Specific Vancouver Attractions/Specialty Area	1
Urban Experience	
Good Layout/Nice Road Set-Up	3
Skytrain Ride/Good Transit System	4
Architecture/Design of Buildings	2
Big/Modern City	1

4. continued...

	Eastern Washington
BASE	100
	%
POSITIVE	
Other	
Ferry Ride	1
Other Specific Place/Areas in B.C.	2
Other	4
Nothing/Only Went to Expo	5
Don't Know	-
NEGATIVE	
Poor Drivers/Traffic	1
Other Negative	1

5a. Was there anything about any part of your visit to British Columbia that surprised you?

	Eastern Washington
BASE	100
	%
Yes	37
No	63

5b. What was that? (Some part of your visit that surprised you.)

	Eastern Washington
BASE	37
	%
POSITIVE	
The People	
Friendliness of People	16
Different Ethnic Groups/ Nationalities/English/ French Influence	5
The Scenery/Environment	
Beautiful Scenery of B.C.	5
Mountainous	-
The Urban Experience	
Cleanliness of City/Clean Air	5
Good Public Transportation/ Skytrain	3
Good Hotels/Restaurants/ Shopping Areas	5
The Weather	
Beautiful Weather	8
No Rain/Lots of Sunshine	3
The Size	
Bigger/Larger Cities/More Developed	16
General	
Expo/How Good Expo Is	8
Foreign Money/Metric	5
B.C. so Similar to U.S.A.	-
Various Positives About Province/Specific Sites	5
Other	3

5b. continued...

	Eastern Washington
BASE	37
	%
NEGATIVE	
High Prices	11
Poor Drivers/Traffic	3
Poor Accommodations	3
Rude People/Hookers/Drunks	-
Other Negatives	5

6a. How would you say Vancouver differs from cities in your area?

	Eastern Washington
BASE	100
	%
POSITIVE	
The People	
Friendlier People	8
The Scenery/Environment	
More Beautiful Scenery	4
Mountains Nearby	2
Coastal Location/Ocean Nearby	7
More Gardens/Parks	7
The Weather	
Beautiful/Better Weather	1
Cooler Climate/Weather	1
The City Experience	
Cleaner City/No Smog/ Cleaner Air	17
Different Architecture/ Design of Buildings	2
More Tourist Oriented/ Tourist Attractions	8
More Foreign/British/ European Influence	6
Good Layout/Well Organized Streets	-
Better Public Transportation/Rapid Transit System	3
Less Crowded/Populated	-
Smaller/More Compact	1
Safer City/Less Crime	1
Bigger/Larger City	47

6a. continued...

	Eastern Washington
BASE	100
	%
POSITIVE	
The Lifestyle	
Good/More Restaurants/ Shopping	2
Slower Paced/More Relaxed Lifestyle	-
NEGATIVE	
The Traffic	
Less Traffic	-
Larger Population/More People/Crowded	3
Heavier Traffic	6
Difficult to Get Around/ Different Road System	4
General	
Other Negative	4
Other	-
No Difference/Nothing	7
Don't Know	8

6b. How would you say British Columbia differs from Eastern Washington?

	Eastern Washington
BASE	100
	%
The People/Lifestyle	
Friendlier People	6
More Foreign Influence/ Ethnic Variety	7
Slower Paced Lifestyle/ People More Relaxed	3
The Scenery/Environment	
More Beautiful Scenery	7
Mountainous	2
Ocean Nearby/Water	4
More Wilderness/Outdoor Environment	2
More Trees/Greenery	12
Cleanliness	
Cleaner Air/No Smog/ Cleaner City	4
The Size	
Less Crowded/Populated	2
Smaller/Less Developed	1
Bigger/Larger Area	6
The Weather	
Cooler Weather	1
Rainy/Rains More	2
Warmer/Better Weather	-
General	
Foreign Money	6
Other	10
No Difference	38
Don't Know	5

7. Before your trip, what did you imagine B.C. would be like?

	Eastern Washington
BASE	100
	%
POSITIVE	
The People	
Thought It Would be More Foreign/More British/More European	5
Thought People Would Be Friendly	2
The Scenery/Environment	
Beautiful Scenery/Scenic	10
Mountainous/Mountains	6
Lots of Water/Ocean/Beaches	3
Trees/Flowers/Greenery	5
The Urban Experience	
Clean City/Clean Air	2
Would be Like Specific American/Canadian Cities	8
The Weather	
Cooler/Colder Weather	6
Rainy Weather/Lots of Rain	1
The Size	
Thought it Would be Smaller/More Small Town	16
Thought it Would be Bigger/Larger/More Developed	4

7. continued...

	Eastern Washington
BASE	100
	%
POSITIVE	
General	
Other	3
Been to B.C./Vancouver Before/Knew What it Was Like	35
Don't Know/No Idea What it Would be Like	13
NEGATIVE	
Thought People Would be Impersonal/Unfriendly	-

NOTE: The following tables compare respondents image of what they thought B.C. would be like (Q.7) with what surprised them about B.C. once they were here (Q.5b).

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

EASTERN WASHINGTON

		Q.5b	Q.7
BASE		37	100
		%	%
Q.5b	Q.7		
The People			
Friendliness of People	Thought People Would be Friendly	16	2
Different Ethnic Groups/ Nationalities/English/ French Influence	Thought it Would be More Foreign/More British/ More European	5	5
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	5	10
Mountainous	Mountainous/Mountains	-	6
	Lots of Water/Ocean/Beaches	-	1
	Trees/Flowers/Greenery	-	5
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	5	2
Good Public Transportation/Skytrain		3	-
Good Hotels/Restaurants/ Shopping Areas		5	-
	Would be Like Specific American/Canadian Cities	-	8

continued..

		Q.5b	Q.7
BASE		37	100
		%	%
Q.5b	**Q.7**		
The Weather			
Beautiful Weather		8	-
No Rain/Lots of Sunshine		3	-
	Cooler/Colder Weather	-	6
	Rainy Weather/Lots of Rain	-	1
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	16	16
	Thought it Would be Bigger/ More Developed	-	4
General			
Expo/How Good Expo Is		8	-
Foreign Money/Metric		5	-
B.C. so Similar to U.S.A.		-	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	5	35
High Prices		11	-
Poor Drivers/Traffic		3	-
Poor Accommodations		3	-
Rude People/Hookers/Drunks	Thought People Would be Impersonal/Unfriendly	-	-
Other Negatives		5	-
Other	Other	3	3
	Don't Know/No Idea What it Would be Like	-	13

8a. Would you say your trip to British Columbia, apart from Expo:

	Eastern Washington
BASE	100
	%
Exceeded Your Expectations	42
Met Your Expectations	57
Did Not Meet Your Expectations	1
Don't Know	-

NOTE: In the following cross-tabulation question 7 has been regrouped into the following manner: those respondents who had some ideas or notions about B.C., those respondents who had been to B.C. before, and those who had no preconceived ideas about B.C. at all.

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

EASTERN WASHINGTON

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	42	57	1
		%	
Various Notions/Ideas About B.C.	55	49	100
Been to B.C./Vancouver Before/Knew What it Was Like	33	37	-
Don't Know/No Idea What it Would be Like	12	14	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

	Eastern Washington
BASE	100
	%
The People	
Friendlier People	32
Good Accommodations/Restaurants/Entertainment	4
Slow Paced/Relaxed Atmosphere	-
The Scenery/Environment	
More Beautiful/Scenic Than I Expected	18
Mountainous/Mountains	-
Ocean/Water/More Beaches	-
More Trees/Greenery	4
The Urban Experience	
Cleaner City Than I Expected	6
Liked Victoria/Sightsee Victoria	1
Specific Vancouver Attractions/Tour Vancouver	4
Easy to Get Around/Well Organized Streets/Roads	4
Good Public Transportation System/Skytrain	1
Bigger/More Developed	5
The Satisfaction	
Enjoyed Visit/Had a Good/Great Time	38
Lots to See and Do	7
Nice/Interesting Place to Visit	-

8b. continued...

	Eastern Washington
BASE	100
	%
General	
Good Weather	4
Only Went to Expo	5
Did What I Planned/Came For	3
Other	8
Been to B.C./Vancouver Before/Knew What to Expect	9
Don't Know/Not Stated	1

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

EASTERN WASHINGTON

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	42	57	1
	%		
The People			
Friendlier People	50	19	-
Good Accommodations/Restaurants/Entertainment	2	5	-
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	33	7	-
More Trees/Greenery	7	2	-
The Urban Experience			
Cleaner City Than I Expected	14	-	-
Liked Victoria/Sightsee Victoria	2	-	-
Specific Vancouver Attractions/Tour Vancouver	2	5	-
Easy to Get Around/Well Organized Streets/Roads	7	2	-
Good Public Transportation System/Skytrain	2	-	-
Bigger/More Developed	7	4	-
The Satisfaction			
Enjoyed Visit/Had a Good/Great Time	26	47	-
Lots to See and Do	17	-	-

continued...

EASTERN WASHINGTON

	Q.8a Exceeded Your Expectations	 Met Your Expectations	 Did Not Meet Your Expectations
BASE	42	57	1
		%	
5 General			
Good Weather	10	-	-
Only Went to Expo	-	9	-
Did What I Planned/Came For	-	5	-
Other	5	9	100
Been to B.C./Vancouver Before/Knew What to Expect	-	16	-
Don't Know/Not Stated	-	2	-

9a. Thinking about your vacations in the next few years, will you be likely to return to British Columbia?

	Eastern Washington
BASE	100
	%
Yes	93
No	7

9b. Why is that? (Will not be likely to return to British Columbia for vacation in the next few years.)

	Eastern Washington
BASE*	7
	%
Plan/Prefer to See/Visit Other Places	29
Older/Don't Travel as Much	29
No Time/Too Busy to Travel	14
Can't Afford/Lack of Money	14
Too Far to Travel/From Home	-
Expo Only Reason to Visit	-
Other	14

* CAUTION: Small bases for calculations.

9c. What would it take to bring you back to B.C.?

	Eastern Washington
BASE	7
	%
Another World's Fair/Expo/ Big Event	14
More Time for Vacation/ To Travel	14
More Money/Enough Money to Afford Trip	14
Other	43
Nothing	14
Don't Know	14

10a. When do you think that will be (return to B.C. for a vacation)?

	Eastern Washington
BASE	93
	%
Under 1 Year	12
1 - 2 Years	60
3 - 5 Years	18
6 - 10 Years	1
Over 10 Years	-
Don't Know	9
MEDIAN	1.6

10a. When do you think that will be (return to B.C. for a vacation)?

EASTERN WASHINGTON	Male	Female	34 and Under	35 - 54	55+
BASE	25	68	39	34	20
			%		
Under 1 Year	8	13	10	18	5
1 - 2 Years	64	59	54	59	75
3 - 5 Years	16	19	26	18	5
6 - 10 Years	-	2	-	3	-
Over 10 Years	12	7	10	3	15

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

	Eastern Washington
BASE	93
	% saying "yes"
March to June (Spring)	28
July to August (Summer)	81
September to October (Fall)	28
November to February (Winter)	7

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

EASTERN WASHINGTON	Male	Female	34 and Under	35 - 54	55+
BASE	25	68	39	34	20
	% saying "yes"				
March to June (Spring)	28	28	38	21	20
July to August (Summer)	80	81	72	82	95
September to October (Fall)	28	28	26	32	25
November to February (Winter)	8	6	10	6	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

	Eastern Washington
BASE	93
	%
Vancouver	53
Vancouver Island	16
Victoria	38
Mountain Areas	14
Kamloops	1
Cariboo	-
North	19
Okanagan	8
Kootenays	2
Banff	3
Lake Louise	4
Coast/B.C. Coast	-
Other	-
All Areas	10
Don't Know	3

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

EASTERN WASHINGTON	Under 1 Year	1 - 2 Years	3 - 5 Years	6 or More Years	Don't Know
BASE	11	56	17	1	8
			%		
Vancouver	55	50	47	100	75
Vancouver Island	-	20	12	-	25
Victoria	27	38	41	-	50
Mountain Areas	27	9	18	-	25
Kamloops	-	2	-	-	-
North	18	20	24	-	13
Okanagan	-	7	12	-	13
Kootenays	-	2	6	-	-
Banff	-	4	-	-	13
Lake Louise	-	5	-	100	-
All Areas	9	9	12	-	13
Don't Know	-	4	6	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

	Eastern Washington
BASE	93
	%
Outdoor Activities	
Camping	16
Fishing	12
Skiing	3
Hiking	9
Boating/Sailing/Cruising	2
Other Beach/Ocean Activities	4
Other Outdoor Activities	5
Visit Parks and Gardens	
Visit Wildlife/Nature Parks	14
See Parks/Gardens	10
See Butchart Gardens	12
See Stanley Park/Aquarium	9
Sightsee/Tour Various Attractions	
Sightsee/Tour	31
Sightsee/Visit Victoria	9
Sightsee/Visit Vancouver	11
Grouse Mountain/Suspension Bridge	2
Gastown/Chinatown	3
Specific Vancouver Attractions/Special Area	1
Specific Places/Areas in B.C.	2
Cultural	
Visit Museums	10
Theatre/Cultural Events	1
Historical Sites/Learn About Indian/B.C. Culture	-

12. continued...

	Eastern Washington
BASE	93
	%
Relax/Shop/Just Visit	
Visit Relatives/Friends	1
Shopping	10
Try Different Restaurants/ Types of Food/Ethnic	3
Relax/Enjoy Holiday/Meet People	7
General	
Rides Ferry/Ferries	5
Other	2
Don't Know	3

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

EASTERN WASHINGTON:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	49	15	35	14	7	18	7	9	3
	%								
Outdoor Activities									
Camping	12	28	9	29	43	11	29	11	-
Fishing	4	20	-	14	14	22	14	22	33
Skiing	2	-	-	21	-	-	-	-	-
Hiking	-	13	-	21	14	22	14	11	-
Boating/Sailing/Cruising	2	-	3	-	-	-	-	11	-
Other Beach/Ocean Activities	4	-	-	7	-	6	-	22	-
Other Outdoor Activities	6	-	3	-	14	6	29	11	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	4	13	9	36	29	33	-	22	-
See Butchart Gardens	14	20	26	14	-	-	-	-	-
See Stanley Park/Aquarium	16	-	17	-	-	-	-	-	-
See Parks/Gardens	14	20	9	14	14	11	-	11	-
Sightsee/Tour Various Attractions									
Sightsee/Visit Victoria	8	20	17	-	-	6	-	-	-
Sightsee/Visit Vancouver	20	7	17	-	-	-	-	-	-
Grouse Mountain/Suspension Bridge	4	-	3	-	-	-	-	-	-
Gastown/Chinatown	6	7	6	-	-	-	-	-	-
Specific Vancouver Attractions/Special Area	2	-	-	-	-	-	-	-	-
Specific Places/Areas in B.C.	2	-	3	-	-	6	-	-	-
Sightsee/Tour	31	27	23	7	43	39	43	67	-

continued...

EASTERN WASHINGTON:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	49	15	35	14	7	18	7	9	3
	%								
Cultural									
Visit Museums	10	7	14	14	-	-	-	11	-
Theatre/Cultural Events	2	-	3	7	-	-	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	-	-	-	-	-	-	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	2	-	3	-	-	-	-	-	-
Shopping	12	7	14	14	14	-	14	-	-
Try Different Restaurants/ Types of Food/Ethnic	6	-	6	-	14	6	-	-	-
Relax/Enjoy Holiday/Meet People	6	-	6	-	14	11	-	-	-
General									
Rides Ferry/Ferries	8	20	9	7	-	-	-	-	-
Other	-	-	-	7	-	6	-	11	-
Don't Know	2	-	-	-	-	-	14	-	67

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

	Eastern Washington
BASE	93
	%
Car	83
Car and Trailer	4
R.V.	10
Plane	2
Train	3
Bus	10
Boat Cruise	-
Other	1
Don't Know	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

EASTERN WASHINGTON	34 and Under	35 - 54	55+
BASE	39	34	20
		%	
Car	92	85	60
Car and Trailer	5	3	5
R.V.	3	12	20
Plane	-	-	10
Train	5	3	-
Bus	5	9	20
Other	3	-	-

15a. Would you recommend to your friends that they visit B.C.?

	Eastern Washington
BASE	93
	%
Yes	100
No	-

15b. Why would you recommend it?

	Eastern Washington
BASE	93
	%
The People/Lifestyle	
Friendly People	34
Slower Paced Lifestyle/ Relaxed Atmosphere	2
The Scenery/Environment/ Weather	
Beautiful B.C./Beautiful Scenery	37
Mountains	4
Ocean Nearby/Water	3
Parks/Gardens/Greenery	-
Good Weather	2

15b. continued...

	Eastern Washington
BASE	93
	%
The B.C. Experience	
Clean City/Province/ Clean Air	9
Visit Specific Victoria Attractions/See Victoria	1
Visit Specific Vancouver Attractions/See Vancouver	2
B.C. is so Different/ A Change From Oregon/ E. Washington	7
Would be a Nice/Interesting Place to Visit/Should See B.C.	16
Good Restaurants/Accommodations	1
General	
Enjoyed Visit/Had a Good Time	29
Lots to See and Do	18
Outdoor Activities	2
Expo/Visit Expo	1
Its Close By/Easy to Get To	5
Good Monetary Exchange/ Exchange Rate	8
Good Prices/Inexpensive	-
Other	3

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:

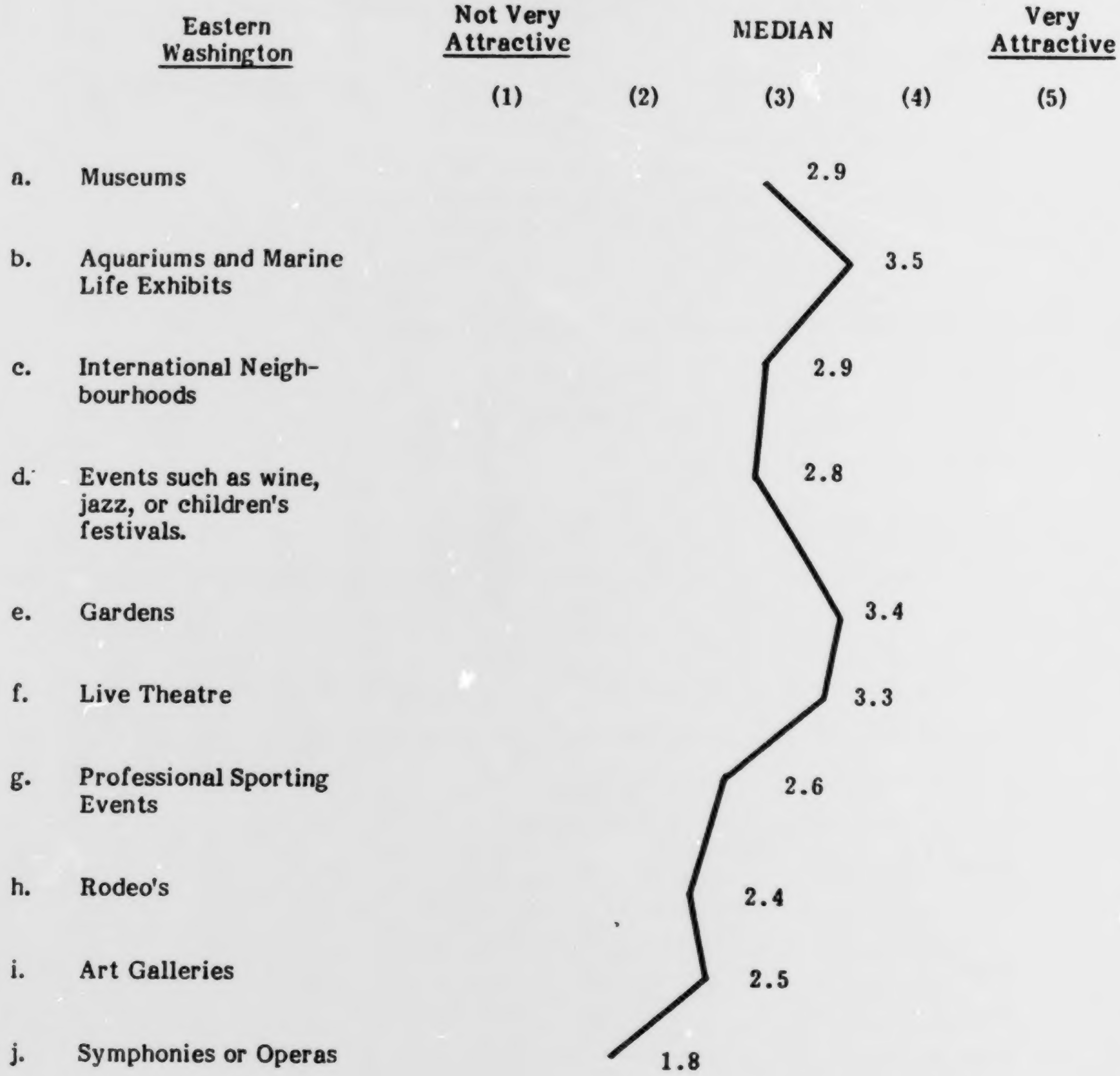
		Eastern Washington
	BASE	93
		%
a.	**Museums**	
	1...Not Very Attractive	3
	2	14
	3	38
	4	28
	5...Very Attractive	17
	MEDIAN	2.9
b.	**Aquariums and Marine Life Exhibits**	
	1...Not Very Attractive	1
	2	7
	3	20
	4	41
	5...Very Attractive	31
	MEDIAN	3.5
c.	**International Neighbourhoods**	
	1...Not Very Attractive	7
	2	20
	3	25
	4	24
	5...Very Attractive	25
	MEDIAN	2.9

16.	continued...	Eastern Washington
	BASE	93
		%
d.	**Events such as wine, jazz, or children's festivals.**	
	1...Not Very Attractive	16
	2	16
	3	24
	4	24
	5...Very Attractive	20
	MEDIAN	2.8
e.	**Gardens**	
	1...Not Very Attractive	3
	2	8
	3	26
	4	37
	5...Very Attractive	27
	MEDIAN	3.4
f.	**Live Theatre**	
	1...Not Very Attractive	10
	2	13
	3	18
	4	28
	5...Very Attractive	31
	MEDIAN	3.3
g.	**Professional Sporting Events**	
	1...Not Very Attractive	15
	2	22
	3	24
	4	15
	5...Very Attractive	25
	MEDIAN	2.6

16. continued...

	Eastern Washington
BASE	93
	%
h. Rodeo's	
1...Not Very Attractive	13
2	25
3	31
4	15
5...Very Attractive	16
Don't Know	-
MEDIAN	2.4
i. Art Galleries	
1...Not Very Attractive	11
2	25
3	30
4	26
5...Very Attractive	9
Don't Know	-
MEDIAN	2.5
j. Symphonies or Operas	
1...Not Very Attractive	24
2	32
3	23
4	13
5...Very Attractive	9
MEDIAN	1.8

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:



17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

	Eastern Washington
BASE	93
	%
Yes	11
No	89

18a. Did you book any accommodation before your trip?

	Eastern Washington
BASE	93
	%
Yes	68
No	32

18b. On your next trip to B.C. will you book your accommodation in advance?

	Eastern Washington
BASE	93
	%
Yes	73
No	27
Don't Know	-

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

EASTERN WASHINGTON	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	10	83
	%	
Yes	60	69
No	40	31

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

EASTERN WASHINGTON	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	10	83
	%	
Yes	60	75
No	40	25

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

EASTERN WASHINGTON	Q.18a	
	Booked Some Accom-modation	Did Not Book Any
BASE	63	30
	%	
Yes	78	63
No	22	37

18c. Why is that (will not book accommodation in advance)?

	Eastern Washington
BASE	25
	%
Stay With Relatives/Friends	12
Lots of Accommodation Available/Less Crowded	24
Like to Compare/See Hotel/ Don't Like to Book in Advance	4
No Need/Motorhome/Camping	36
Freedom From Schedules/ Visiting Different Areas	24
Other	4
Don't Know/Not Stated	-

DEMOGRAPHICS

19. Into which of the following age categories do you fit?

	Eastern Washington
BASE	100
	%
15 - 19	4
20 - 24	8
25 - 34	30
35 - 44	19
45 - 54	17
55 - 64	11
65+	11
MEDIAN	38

20a. What is the highest level of education that you completed?

	Eastern Washington
BASE	100
	%
Some/Less Than High School	2
High School Graduate	34
Post Secondary	64
Refused/Not Stated	-

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

EASTERN WASHINGTON	34 and Under	35 - 54	55+
BASE	42	36	22
	%		
Some/Less Than High School	2	-	5
High School Graduate	31	25	55
Post Secondary	67	75	41

20b. In total, how many years of full-time post secondary have you completed?

	Eastern Washington
BASE	64
	%
1 Year	14
2 Years	34
3 Years	15
4 Years	12
5 Years	5
6 Years	11
7 Years	5
8 Years or More	6
AVERAGE	3.0

21. And finally for classification purposes only, please tell me to the nearest thousand what your total household income before taxes was for 1985?

	Eastern Washington
BASE	100
	%
Less Than $15,000	8
$15,000 to $24,999	13
$25,000 to $34,999	21
$35,000 to $44,999	15
$45,000 or More	27
Refused/Don't Know	16
MEDIAN INCOME	$35,000

22. Sex of respondent.

	Eastern Washington
BASE	100
	%
Male	27
Female	73

PART THREE

OREGON

SUMMARY OF OREGON VISITOR SURVEYS

Page Reference

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. The Oregon residents were not expecting B.C. to be as large as it was, they thought it would be more "small town". p. 14

2. Approximately one-third of Oregon residents surveyed had been to B.C. before, so they "knew what to expect". p. 15

After Returning Home

3. Once returning home, the Oregon residents named visiting Stanley Park and the Aquarium most often as the highlight of their trip. The beautiful scenery, sightseeing Vancouver and Victoria, and the friendly people were also specifically identified. p. 5, 6

4. The two most vivid images remaining in the minds of Oregon visitors were again, the beautiful scenery and the friendly people. The cleanliness of the city and Stanley Park were also mentioned. p. 7

5. The only aspect which really seemed to surprise these Oregon visitors was the bigger, more developed cities. p. 9

6. British Columbia does not differ that much from Oregon. According to these respondents, B.C. is larger than Oregon (12%). p. 13

Vancouver Perceptions

7. Vancouver was of course much larger than their city or town and our environment was much cleaner. Our public transportation system was considered much better than Oregon's cities as well. p. 11

8. There was almost a unanimous agreement among Oregon residents that their trip to B.C. exceeded or met their expectations. The fact that they had a great time here (38%) and the friendliness of the people (26%) were major factors in these attitudes. Again, the beautiful B.C. scenery was mentioned (19%). p. 18, 19

B. FUTURE VISITS TO BRITISH COLUMBIA

		Page Reference
9.	Over 90% of Oregon visitors are likely to return to British Columbia for a vacation in the next few years.	p. 23
10.	Those who plan to return anticipate this will be in 1 to 2 years (36%), 3 to 5 years (34%), or under 1 year (18%). Female and middle aged respondents (35 to 54 years) are more apt to return in 2 years or less, as compared with males and other age groups.	p. 24, 25
11.	Return visits can be expected in the Summer months (68%) and the Fall months (42%). Older travellers (55+) are most likely to return in the Fall (72%).	p. 26
12.	Those Oregon residents returning to B.C. plan to visit Victoria (46%) and Vancouver (35%). Vancouver Island (20%) and Northern Areas of the Province (14%) were also mentioned.	p. 27
13.	Sightseeing and touring in B.C. are the major attractions for Oregon visitors. Specifically, sightseeing in Victoria (14%), seeing Stanley Park and the Aquarium (14%), and visiting museums (13%) are of major interest to this group. Outdoor activities such as fishing (14%) and camping (11%) also were mentioned.	p. 29
14.	Automobile travel is definitely the most popular among this Oregon group and especially amongst the younger travellers. A recreational vehicle was the only other significantly mentioned method of transportation.	p. 33
15.	The Oregon respondents unanimously endorsed B.C. as a vacation destination. One hundred percent (100%) would recommend it to their friends because of the friendly people (28%), the beautiful scenery (37%), and just because they enjoyed their visit (24%).	p. 34, 35

C. OREGONS TRIP PATTERNS

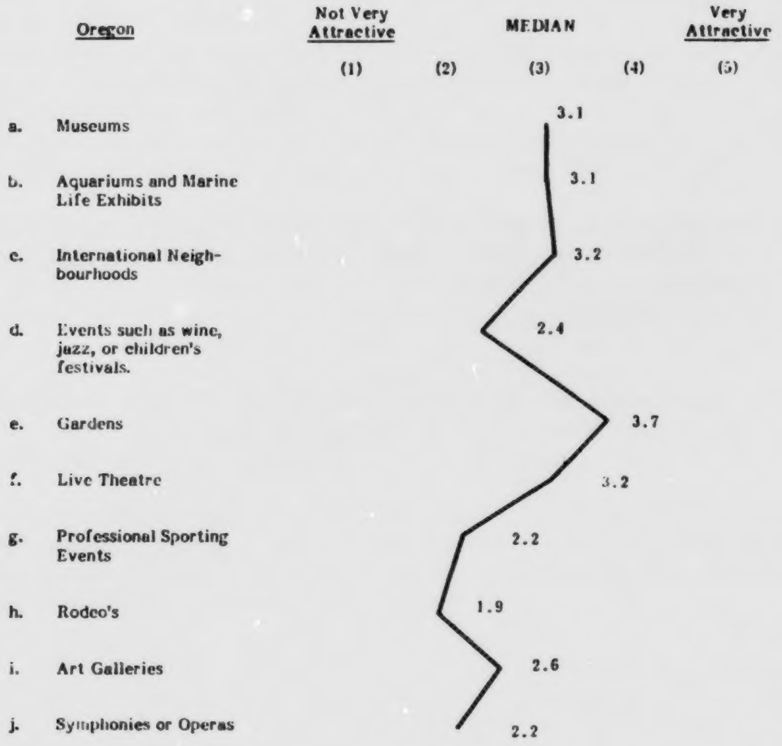
		Page Reference
16.	In total, Oregon visitors spent, on average, 6 nights away from home of which 3½ nights were in British Columbia. In essence, they drove to Expo and drove home.	p. 2
17.	Those respondents who spent 3 or less nights away from home spent all or most of their time in B.C. Those who took longer trips spent less of their total trip time in B.C.	p. 3
18.	Vancouver (99%) and Victoria (14%) were the only places that Oregon respondents said they visited.	p. 4
19.	Only 17% of the Oregon visitors interviewed had friends or relatives to visit in B.C. — just as in Eastern Washington, a small community of interest.	p. 40
20.	Seventy-six percent (76%) of these respondents booked their accommodations prior to their trip and 74% said they would do so again on future trips.	p. 40
21.	Those visitors who will not book ahead on future trips to B.C. gave "freedom from schedules/visiting different areas" (39%) and "have motor home/camping" (22%) as their reasons for this decision.	p. 41

Page Reference

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below.

p. 36 - 38



22. Gardens was definitely rated the most attractive by Oregon visitors. Most other activities drew an average to less than average response from these respondents. Rodeos was the least popular among this group.

Page Reference

E. DEMOGRAPHICS OF OREGON VISITORS

23. The average age of the Oregon visitor was 41 years. Sixty-five percent (65%) of these visitors have some post secondary education at an average of 3 years of study. p. 43, 44

24. The median annual household income was approximately $34,000. p. 45

NOTE:

No weighting was done on this section.

1a. How many nights in TOTAL were you away from home for this trip?

	Oregon
BASE	100
	%
2 or Less Nights	4
3 Nights	15
4 Nights	25
5 Nights	16
6 Nights	10
7 Nights	12
8 or More Nights	17
Not Stated	1
AVERAGE # OF NIGHTS	6.2

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

	Oregon
BASE	100
	%
Did Not Stay in B.C.	7
2 or Less Nights	13
3 Nights	25
4 Nights	23
5 Nights	14
6 Nights	6
7 Nights	10
8 or More Nights	1
Not Stated	1
AVERAGE # OF NIGHTS	3.8

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

OREGON

	Q.1a							
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights	Not Stated
BASE	4	15	25	16	10	12	7	1
	%							
Did Not Stay in B.C.	-	20	8	-	10	-	6	-
2 Nights or Less	100	20	12	6	10	-	6	-
3 Nights	-	60	32	31	20	8	-	-
4 Nights	-	-	48	31	20	25	6	-
5 Nights	-	-	-	31	20	25	24	-
6 Nights	-	-	-	-	20	8	18	-
7 Nights	-	-	-	-	-	33	35	-
8 or More Nights	-	-	-	-	-	-	6	-
Not Stated	-	-	-	-	-	-	-	100

2a. Where in B.C. did you stay overnight? Anywhere else?

	Oregon
BASE	93
	%
Greater Vancouver	99
Nanaimo	1
Victoria	14
Other Vancouver Island	1
Kamloops	1
Okanagan	1
Lake Louise	1
Other	-

NOTE: The following analysis (Questions 2b and 2c) is only on those areas of B.C. visited by over 5% of either the Oregon or Eastern Washington respondents.

2b. Please tell me what you remember most strongly about your visit to (responses named in Q.2a)?

	Oregon
BASE	13
	%
Victoria	
Friendliness of People	15
Beautiful Scenery	15
Flowers/Trees	8
Butchart Gardens	38
Ferry Ride	-
Good Restaurants/Food	-
Other	38

2c. Did you plan to visit (responses named in Q.2a) before your trip began or did you only decide to visit that area once you got to B.C.?

	Oregon
BASE	13
	%
Victoria	
Before	85
During	15

3. Apart from Expo, what would you say was the highlight of your trip to British Columbia?

	Oregon
BASE	100
	%
The People/Lifestyle	
Visiting Friends/Relatives	1
Friendly People	10
Shopping	2
Trying Different Restaurants/ Types of Food	1
The Scenery/Environment/ Weather	
Beautiful Scenery	22
Mountains	4
Ocean Scenery/Water/Beach	4
Flowers/Trees/Greenery	7
Good/Beautiful Weather	2
Victoria Experience	
Sightseeing/Visiting Victoria	11
Butchart Gardens	9

3. continued...

	Oregon
BASE	100
	%
Vancouver/City Experience	
Clean City/Clean Air	3
Sightseeing/Visiting Vancouver	12
Visit Stanley Park/Aquarium	24
Visit Grouse Mountain/ Capilano Suspension Bridge	8
Visit Gastown/Chinatown	9
Visit Granville Island	1
Visit Specific Vancouver Attractions/Specialty Areas	8
Skytrain Ride	1
General	
Ferry Ride/Ferries	4
Visiting/Sightseeing Specific Areas/Places in B.C.	4
Outdoor Activities	4
Other	9
Nothing/Only Went to Expo	12

4. What is it about British Columbia other than Expo that you remember most vividly?

	Oregon
BASE	100
	%
POSITIVE	
The People/Lifestyle	
Friendly People	28
Good Restaurants/Shopping	5
Foreign Money/Kilometres	3
The Scenery/Environment/ Weather	
Beautiful Scenery	31
Mountains	7
Ocean Setting/Water	5
Flowers/Trees/Greenery	9
Good/Beautiful Weather	5
The Victoria Experience	
Sightsee/Tour Victoria	2
Butchart Gardens	4
The Vancouver Experience	
Clean City/Cleanliness	13
Vancouver Scenery/Beautiful City	3
Stanley Park	10
Grouse Mountain/Capilano Suspension Bridge	2
Gastown/Chinatown	2
Other Specific Vancouver Attractions/Specialty Area	1
Urban Experience	
Good Layout/Nice Road Set-Up	-
Skytrain Ride/Good Transit System	2
Architecture/Design of Buildings	2
Big/Modern City	5

4. continued...

	Oregon
BASE	100
	%
POSITIVE	
Other	
Ferry Ride	2
Other Specific Place/Areas in B.C.	3
Other	15
Nothing/Only Went to Expo	1
Don't Know	3
NEGATIVE	
Poor Drivers/Traffic	3
Other Negetive	1

5a. Was there anything about any part of your visit to British Columbia that surprised you?

	Oregon
BASE	100
	%
Yes	46
No	54

5b. What was that? (Some part of your visit that surprised you.)

	Oregon
BASE	46
	%
POSITIVE	
The People	
Friendliness of People	7
Different Ethnic Groups/ Nationalities/English/ French Influence	9
The Scenery/Environment	
Beautiful Scenery of B.C.	7
Mountainous	2
The Urban Experience	
Cleanliness of City/Clean Air	9
Good Public Transportation/ Skytrain	7
Good Hotels/Restaurants/ Shopping Areas	4
The Weather	
Beautiful Weather	2
No Rain/Lots of Sunshine	-
The Size	
Bigger/Larger Cities/More Developed	15
General	
Expo/How Good Expo Is	4
Foreign Money/Metric	2
B.C. so Similar to U.S.A.	9
Various Positives About Province/Specific Sites	4
Other	13

5b. continued...

	Oregon
BASE	46
	%
NEGATIVE	
High Prices	9
Poor Drivers/Traffic	7
Poor Accommodations	4
Rude People/Hookers/Drunks	4
Other Negatives	4

6a. How would you say Vancouver differs from cities in your area?

	Oregon
BASE	100
	%
POSITIVE	
The People	
Friendlier People	9
The Scenery/Environment	
More Beautiful Scenery	4
Mountains Nearby	2
Coastal Location/Ocean Nearby	3
More Gardens/Parks	5
The Weather	
Beautiful/Better Weather	1
Cooler Climate/Weather	1
The City Experience	
Cleaner City/No Smog/ Cleaner Air	13
Different Architecture/ Design of Buildings	3
More Tourist Oriented/ Tourist Attractions	1
More Foreign/British/ European Influence	4
Good Layout/Well Organized Streets	5
Better Public Transportation/Rapid Transit System	10
Less Crowded/Populated	1
Smaller/More Compact	3
Safer City/Less Crime	2
Bigger/Larger City	21

6a. continued...

	Oregon
BASE	100
	%
POSITIVE	
The Lifestyle	
Good/More Restaurants/ Shopping	7
Slower Paced/More Relaxed Lifestyle	1
NEGATIVE	
The Traffic	
Less Traffic	1
Larger Population/More People/Crowded	2
Heavier Traffic	2
Difficult to Get Around/ Different Road System	5
General	
Other Negative	3
Other	8
No Difference/Nothing	16
Don't Know	3

6b. How would you say British Columbia differs from Oregon?

	Oregon
BASE	100
	%
The People/Lifestyle	
Friendlier People	8
More Foreign Influence/ Ethnic Variety	2
Slower Paced Lifestyle/ People More Relaxed	2
The Scenery/Environment	
More Beautiful Scenery	7
Mountainous	8
Ocean Nearby/Water	3
More Wilderness/Outdoor Environment	-
More Trees/Greenery	4
Cleanliness	
Cleaner Air/No Smog/ Cleaner City	2
The Size	
Less Crowded/Populated	3
Smaller/Less Developed	-
Bigger/Larger Area	12
The Weather	
Cooler Weather	5
Rainy/Rains More	3
Warmer/Better Weather	1
General	
Foreign Money	4
Other	19
No Difference	32
Don't Know	5

7. Before your trip, what did you imagine B.C. would be like?

	Oregon
BASE	100
	%
POSITIVE	
The People	
Thought It Would be More Foreign/More British/More European	8
Thought People Would Be Friendly	1
The Scenery/Environment	
Beautiful Scenery/Scenic	4
Mountainous/Mountains	5
Lots of Water/Ocean/Beaches	1
Trees/Flowers/Greenery	5
The Urban Experience	
Clean City/Clean Air	-
Would be Like Specific American/Canadian Cities	5
The Weather	
Cooler/Colder Weather	2
Rainy Weather/Lots of Rain	3
The Size	
Thought it Would be Smaller/More Small Town	12
Thought it Would be Bigger/Larger/More Developed	5

7. continued...

	Oregon
BASE	100
	%
POSITIVE	
General	
Other	6
Been to B.C./Vancouver Before/Knew What it Was Like	33
Don't Know/No Idea What it Would be Like	19
NEGATIVE	
Thought People Would be Impersonal/Unfriendly	2

NOTE: The following tables compare respondents image of what they thought B.C. would be like (Q.7) with what surprised them about B.C. once they were here (Q.5b).

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

OREGON

Q.5b	Q.7	Q.5b	Q.7
BASE		46 %	100 %
The People			
Friendliness of People	Thought People Would be Friendly	7	1
Different Ethnic Groups/ Nationalities/English/ French Influence	Thought it Would be More Foreign/More British/ More European	9	8
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	7	4
Mountainous	Mountainous/Mountains	2	5
	Lots of Water/Ocean/Beaches	-	1
	Trees/Flowers/Greenery	-	5
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	9	-
Good Public Transportation/Skytrain		7	-
Good Hotels/Restaurants/ Shopping Areas		4	-
	Would be Like Specific American/Canadian Cities	-	5

continued...

		Q.5b	Q.7
BASE		46 %	100 %
Q.5b	Q.7		
The Weather			
Beautiful Weather		2	-
	Cooler/Colder Weather	-	2
	Rainy Weather/Lots of Rain	-	3
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	15	12
	Thought it Would be Bigger/ More Developed	-	5
General			
Expo/How Good Expo Is		4	-
Foreign Money/Metric		2	-
B.C. so Similar to U.S.A.		9	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	4	33
High Prices		9	-
Poor Drivers/Traffic		7	-
Poor Accommodations		4	-
Rude People/Hookers/Drunks	Thought People Would be Impersonal/Unfriendly	4	2
Other Negatives		4	-
Other	Other	13	6
	Don't Know/No Idea What it Would be Like	-	19

8a. Would you say your trip to British Columbia, apart from Expo:

	Oregon
BASE	100
	%
Exceeded Your Expectations	51
Met Your Expectations	47
Did Not Meet Your Expectations	1
Don't Know	1

NOTE: In the following cross-tabulation question 7 has been regrouped into the following manner: those respondents who had some ideas or notions about B.C., those respondents who had been to B.C. before, and those who had no preconceived ideas about B.C. at all.

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

OREGON	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	51	47	1	1
	%			
Various Notions/Ideas About B.C.	60	34	-	100
Been to B.C./Vancouver Before/Knew What it Was Like	26	40	100	-
Don't Know/No Idea What it Would be Like	14	26	-	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

	Oregon
BASE	100
	%
The People	
Friendlier People	26
Good Accommodations/Restaurants/Entertainment	8
Slow Paced/Relaxed Atmosphere	1
The Scenery/Environment	
More Beautiful/Scenic Than I Expected	19
Mountainous/Mountains	2
Ocean/Water/More Beaches	1
More Trees/Greenery	2
The Urban Experience	
Cleaner City Than I Expected	2
Liked Victoria/Sightsee Victoria	1
Specific Vancouver Attractions/Tour Vancouver	3
Easy to Get Around/Well Organized Streets/Roads	5
Good Public Transportation System/Skytrain	2
Bigger/More Developed	3
The Satisfaction	
Enjoyed Visit/Had a Good/Great Time	38
Lots to See and Do	7
Nice/Interesting Place to Visit	4

8b. continued...

	Oregon
BASE	100
	%
General	
Good Weather	4
Only Went to Expo	6
Did What I Planned/Came For	4
Other	7
Been to B.C./Vancouver Before/Knew What to Expect	9
Don't Know/Not Stated	4

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

OREGON

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	51	47	1	1
	%			
The People				
Friendlier People	37	15	-	-
Good Accommodations/Restaurants/Entertainment	10	6	-	-
Slow Paced/Relaxed Atmosphere	2	-	-	-
The Scenery/Environment				
More Beautiful/Scenic Than I Expected	28	11	-	-
Mountainous/Mountains	4	-	-	-
Ocean/Water/More Beaches	2	-	-	-
More Trees/Greenery	4	-	-	-
The Urban Experience				
Cleaner City Than I Expected	4	-	-	-
Liked Victoria/Sightsee Victoria	-	2	-	-
Specific Vancouver Attractions/Tour Vancouver	4	2	-	-
Easy to Get Around/Well Organized Streets/Roads	10	-	-	-
Good Public Transportation System/Skytrain	4	-	-	-
Bigger/More Developed	4	2	-	-

continued...

OREGON

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	51	47	1	1
	%			
The Satisfaction				
Enjoyed Visit/Had a Good/Great Time	33	45	-	-
Lots to See and Do	10	4	-	-
Nice/Interesting Place to Visit	8	-	-	-
General				
Good Weather	6	2	-	-
Only Went to Expo	8	2	-	100
Did What I Planned/Came For	-	9	-	-
Other	4	9	100	-
Been to B.C./Vancouver Before/Knew What to Expect	-	19	-	-
Don't Know/Not Stated	2	6	-	-

9a. Thinking about your vacations in the next few years, will you be likely to return to British Columbia?

	Oregon
BASE	100
	%
Yes	91
No	9

9b. Why is that? (Will not be likely to return to British Columbia for vacation in the next few years.)

	Oregon
BASE*	9
	%
Plan/Prefer to See/Visit Other Places	33
Older/Don't Travel as Much	11
No Time/Too Busy to Travel	22
Can't Afford/Lack of Money	11
Too Far to Travel/From Home	22
Expo Only Reason to Visit	11
Other	-

* CAUTION: Small bases for calculations.

9c. What would it take to bring you back to B.C.?

	Oregon
BASE	9
	%
Another World's Fair/Expo/ Big Event	22
More Time for Vacation/ To Travel	22
More Money/Enough Money to Afford Trip	33
Other	-
Nothing	11
Don't Know	22

10a. When do you think that will be (return to B.C. for a vacation)?

	Oregon
BASE	91
	%
Under 1 Year	18
1 - 2 Years	36
3 - 5 Years	34
6 - 10 Years	4
Over 10 Years	1
Don't Know	7
MEDIAN	1.8

10a. When do you think that will be (return to B.C. for a vacation)?

OREGON	Male	Female	34 and Under	35 - 54	55+
BASE	32	59	23	50	18
			%		
Under 1 Year	19	17	22	18	11
1 - 2 Years	25	42	30	40	33
3 - 5 Years	47	27	30	36	33
6 - 10 Years	3	5	9	2	6
Over 10 Years	3	-	4	-	-
Don't Know	3	9	4	4	17

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

	Oregon
BASE	91
	% saying "yes"
March to June (Spring)	24
July to August (Summer)	68
September to October (Fall)	42
November to February (Winter)	6

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

OREGON	Male	Female	34 and Under	35 - 54	55+
BASE	32	59	23	50	18
	% saying "yes"				
March to June (Spring)	25	24	28	22	11
July to August (Summer)	81	61	61	80	44
September to October (Fall)	34	46	43	30	72
November to February (Winter)	9	3	9	2	11

11. What areas of the Province would you like to visit during your next visit to B.C.?

	Oregon
BASE	91
	%
Vancouver	35
Vancouver Island	20
Victoria	46
Mountain Areas	10
Kamloops	2
Cariboo	1
North	14
Okanagan	2
Kootenays	-
Banff	9
Lake Louise	7
Coast/B.C. Coast	3
Other	1
All Areas	4
Don't Know	9

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

OREGON	Under 1 Year	1 - 2 Years	3 - 5 Years	6 or More Years	Don't Know
BASE	16	33	31	5	6
			%		
Vancouver	50	36	32	40	-
Vancouver Island	13	27	19	20	-
Victoria	56	49	42	20	50
Mountain Areas	19	12	3	20	-
Kamloops	-	3	-	20	-
Cariboo	-	-	3	-	-
North	19	12	19	-	-
Okanagan	-	6	-	-	-
Banff	-	6	19	-	17
Lake Louise	-	-	13	-	33
Coast/B.C. Coast	6	3	3	-	-
Other	-	3	-	-	-
All Areas	13	6	-	-	-
Don't Know	6	6	3	40	33

12. On that visit what kinds of things would you like to see and do in B.C.?

	Oregon
BASE	91
	%
Outdoor Activities	
Camping	11
Fishing	14
Skiing	3
Hiking	4
Boating/Sailing/Cruising	9
Other Beach/Ocean Activities	4
Other Outdoor Activities	6
Visit Parks and Gardens	
Visit Wildlife/Nature Parks	8
See Parks/Gardens	9
See Butchart Gardens	8
See Stanley Park/Aquarium	14
Sightsee/Tour Various Attractions	
Sightsee/Tour	39
Sightsee/Visit Victoria	14
Sightsee/Visit Vancouver	6
Grouse Mountain/Suspension Bridge	1
Gastown/Chinatown	2
Specific Vancouver Attractions/Special Area	4
Specific Places/Areas in B.C.	1
Cultural	
Visit Museums	13
Theatre/Cultural Events	2
Historical Sites/Learn About Indian/B.C. Culture	1

12. continued...

	Oregon
BASE	91
	%
Relax/Shop/Just Visit	
Visit Relatives/Friends	2
Shopping	10
Try Different Restaurants/ Types of Food/Ethnic	4
Relax/Enjoy Holiday/Meet People	6
General	
Rides Ferry/Ferries	4
Other	2
Don't Know	2

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

OREGON:
1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	32	18	42	9	3	14	11	8	8
	%								
Outdoor Activities									
Camping	9	-	2	33	33	14	18	13	13
Fishing	13	22	10	-	33	29	18	-	-
Skiing	-	6	2	11	-	-	-	-	13
Hiking	3	-	-	22	-	-	9	-	13
Boating/Sailing/Cruising	13	22	10	-	-	14	-	13	-
Other Beach/Ocean Activities	-	11	-	11	-	-	9	13	-
Other Outdoor Activities	-	6	-	-	33	7	9	13	13
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	9	6	2	22	-	-	-	25	13
See Butchart Gardens	9	6	14	11	-	-	-	13	-
See Stanley Park/Aquarium	28	-	21	-	-	14	9	13	25
See Parks/Gardens	16	11	17	-	-	7	-	-	13
Sightsee/Tour Various Attractions									
Sightsee/Visit Victoria	19	17	21	11	-	-	18	38	-
Sightsee/Visit Vancouver	6	6	5	11	-	-	9	-	13
Grouse Mountain/Suspension Bridge	3	-	2	-	-	-	-	-	-
Gastown/Chinatown	3	-	2	-	-	7	-	-	-
Specific Vancouver Attractions/Special Area	9	-	7	-	-	7	-	-	-
Specific Places/Areas in B.C.	3	-	2	-	-	-	-	-	-
Sightsee/Tour	22	50	43	33	67	43	55	50	50

continued...

OREGON:
1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	32	18	42	9	3	14	11	8	8
	%								
Cultural									
Visit Museums	9	11	17	11	-	7	9	13	-
Theatre/Cultural Events	6	6	2	11	-	-	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	-	-	-	-	-	7	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	3	-	-	-	-	7	-	-	-
Shopping	19	6	10	-	-	14	9	-	-
Try Different Restaurants/Types of Food/Ethnic	3	11	2	11	33	-	9	-	-
Relax/Enjoy Holiday/Meet People	3	11	2	22	33	14	-	13	-
General									
Rides Ferry/Ferries	9	-	7	-	-	7	-	-	-
Other	-	-	2	-	-	-	-	-	13
Don't Know	-	-	-	-	-	7	-	-	13

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

	Oregon
BASE	91
	%
Car	78
Car and Trailer	4
R.V.	13
Plane	2
Train	-
Bus	6
Boat Cruise	3
Other	6
Don't Know	1

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

OREGON	34 and Under	35 - 54	55+
BASE	23	50	18
		%	
Car	91	76	67
Car and Trailer	-	6	6
R.V.	4	16	17
Plane	4	2	-
Bus	-	8	6
Boat Cruise	-	6	-
Other	4	8	-
Don't Know	-	-	6

15a. Would you recommend to your friends that they visit B.C.?

	Oregon
BASE	91
	%
Yes	100
No	-

15b. Why would you recommend it?

	Oregon
BASE	91
	%
The People/Lifestyle	
Friendly People	28
Slower Paced Lifestyle/ Relaxed Atmosphere	4
The Scenery/Environment/ Weather	
Beautiful B.C./Beautiful Scenery	37
Mountains	2
Ocean Nearby/Water	2
Parks/Gardens/Greenery	1
Good Weather	1

15b. continued...

	Oregon
BASE	91
	%
The B.C. Experience	
Clean City/Province/ Clean Air	2
Visit Specific Victoria Attractions/See Victoria	-
Visit Specific Vancouver Attractions/See Vancouver	2
B.C. is so Different/ A Change From Oregon/ E. Washington	11
Would be a Nice/Interesting Place to Visit/Should See B.C.	18
Good Restaurants/Accommodations	1
General	
Enjoyed Visit/Had a Good Time	24
Lots to See and Do	17
Outdoor Activities	1
Expo/Visit Expo	3
Its Close By/Easy to Get To	2
Good Monetary Exchange/ Exchange Rate	4
Good Prices/Inexpensive	2
Other	7

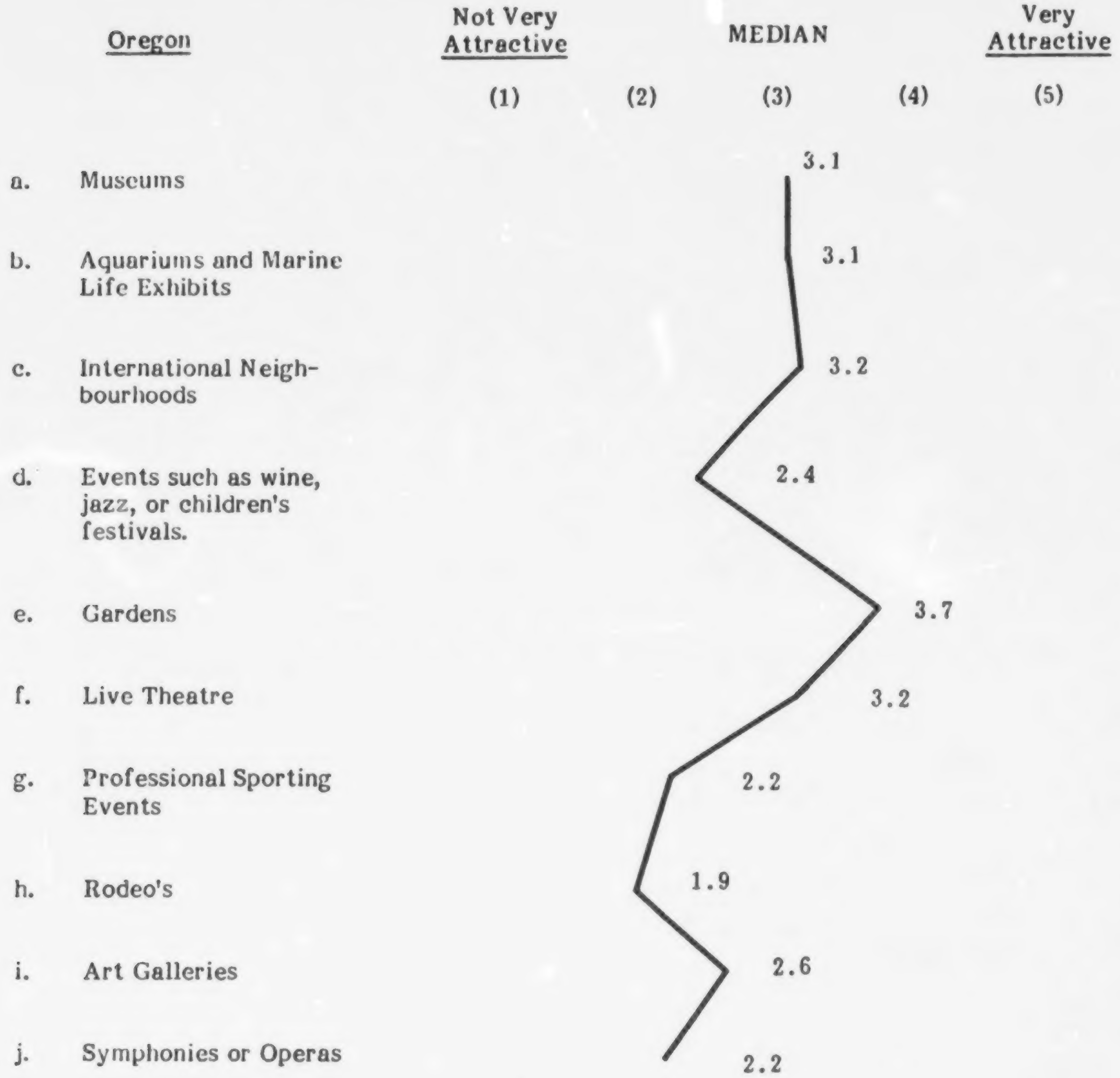
16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:

		Oregon
	BASE	91
		%
a.	**Museums**	
	1...Not Very Attractive	7
	2	12
	3	28
	4	33
	5...Very Attractive	21
	MEDIAN	3.1
b.	**Aquariums and Marine Life Exhibits**	
	1...Not Very Attractive	6
	2	7
	3	35
	4	34
	5...Very Attractive	19
	MEDIAN	3.1
c.	**International Neighbourhoods**	
	1...Not Very Attractive	2
	2	11
	3	30
	4	32
	5...Very Attractive	25
	MEDIAN	3.2

16.	continued...	Oregon
	BASE	91
		%
d.	**Events such as wine, jazz, or children's festivals.**	
	1...Not Very Attractive	12
	2	25
	3	31
	4	20
	5...Very Attractive	12
	MEDIAN	2.4
e.	**Gardens**	
	1...Not Very Attractive	4
	2	6
	3	17
	4	33
	5...Very Attractive	41
	MEDIAN	3.7
f.	**Live Theatre**	
	1...Not Very Attractive	8
	2	11
	3	25
	4	25
	5...Very Attractive	31
	MEDIAN	3.2
g.	**Professional Sporting Events**	
	1...Not Very Attractive	22
	2	24
	3	21
	4	21
	5...Very Attractive	12
	MEDIAN	2.2

16. continued...	Oregon
BASE	91
	%
h. Rodeo's	
1...Not Very Attractive	22
2	32
3	23
4	14
5...Very Attractive	8
Don't Know	1
MEDIAN	1.9
i. Art Galleries	
1...Not Very Attractive	9
2	19
3	36
4	20
5...Very Attractive	15
Don't Know	1
MEDIAN	2.6
j. Symphonies or Operas	
1...Not Very Attractive	21
2	29
3	23
4	17
5...Very Attractive	11
MEDIAN	2.2

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:



17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

	Oregon
BASE	91
	%
Yes	17
No	84

18a. Did you book any accommodation before your trip?

	Oregon
BASE	91
	%
Yes	76
No	24

18b. On your next trip to B.C. will you book your accommodation in advance?

	Oregon
BASE	91
	%
Yes	74
No	25
Don't Know	1

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

OREGON

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	15	76
	%	
Yes	60	79
No	40	21

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

OREGON

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	15	76
	%	
Yes	73	74
No	27	25
Don't Know	-	1

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

OREGON	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	69	22
	%	
Yes	84	41
No	15	59
Don't Know	1	-

18c. Why is that (will not book accommodation in advance)?

	Oregon
BASE	23
	%
Stay With Relatives/Friends	9
Lots of Accommodation Available/Less Crowded	13
Like to Compare/See Hotel/ Don't Like to Book in Advance	13
No Need/Motorhome/Camping	22
Freedom From Schedules/ Visiting Different Areas	39
Other	4
Don't Know/Not Stated	4

DEMOGRAPHICS

19. Into which of the following age categories do you fit?

	Oregon
BASE	100
	%
15 - 19	3
20 - 24	3
25 - 34	21
35 - 44	34
45 - 54	19
55 - 64	16
65+	4
MEDIAN	41

20a. What is the highest level of education that you completed?

	Oregon
BASE	100
	%
Some/Less Than High School	12
High School Graduate	22
Post Secondary	65
Refused/Not Stated	1

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

OREGON	34 and Under	35 - 54	55+
BASE	27	53	20
		%	
Some/Less Than High School	22	18	10
High School Graduate	22	15	40
Post Secondary	52	77	50
Refused/Not Stated	4	-	-

20b. In total, how many years of full-time post secondary have you completed?

	Oregon
BASE	65
	%
1 Year	13
2 Years	19
3 Years	21
4 Years	19
5 Years	10
6 Years	6
7 Years	6
8 Years or More	6
AVERAGE	3.4

21. And finally for classification purposes only, please tell me to the nearest thousand what your total household income before taxes was for 1985?

	Oregon
BASE	100
	%
Less Than $15,000	5
$15,000 to $24,999	18
$25,000 to $34,999	21
$35,000 to $44,999	24
$45,000 or More	16
Refused/Don't Know	16
MEDIAN INCOME	$34,000

22. Sex of respondent.

	Oregon
BASE	100
	%
Male	34
Female	66

PART FOUR

CALIFORNIA

NOTE:

The following summary presents the results of the four geographic areas sampled in California including Northern California, San Francisco and area, Los Angeles and area, and Southern California. When a difference was noted between the areas within California the results have been presented indicating the specific area in which the difference was noted. If no differences were observed the results have been presented as a total California response.

SUMMARY OF CALIFORNIA VISITOR SURVEYS

Page Reference

A. PERCEPTIONS OF BRITISH COLUMBIA

Prior Visiting

1. Before coming to British Columbia Urban Californians (Los Angeles and San Francisco) were expecting the scenery and the mountains, whereas those from more Rural areas (Northern and Southern California) were looking forward to the greenery and flowers. Overall, the geographic environment was the major characteristic to which they were looking forward. p. 18

2. Vancouver's size and sophistication came as a surprise to all Californians, as did the fine summer weather they encountered. p. 18

3. Approximately one-third of those surveyed knew what to expect for they had been to British Columbia at some time previously. p. 19

After Returning Home

4. After returning home the highlights of the trip (other than Expo) were Victoria and Butchart Gardens and the scenery. p. 10

5. The friendliness of the people was also a major positive. This comment can be found throughout these results. Perhaps Californians were expecting Canadians to be more reserved and aloof. p. 10 - 11

6. Vancouver itself was a highlight for many of the California visitors, the major attraction being Stanley Park. p. 10

7. The foliage and flowers they encountered also impressed the Californians, as did the cleanliness of the city. p. 11

8. Again, these Californians found our summer weather to be a pleasant surprise. p. 11

9. British Columbia differs from California in life-style, scenery, air quality, and size. p. 17

Vancouver Perceptions

10. Vancouver differs from their city or area of residence in many ways, the most obvious being the cleanliness of the air. This was especially true for the Los Angeles residents, as would be expected. p. 15, 16

11. The lush environment in which Vancouver is situated differentiates the city from theirs. p. 15, 16

		Page Reference
12.	The urban Californians mentioned a slower pace of life, and all respondents thought British Columbians were friendlier. Even though the weather was excellent for their visit, they did consider the overall temperature to be lower than their own.	p. 17
13.	The Californians interviewed held a very positive perception of their visit to British Columbia, with almost 97% saying their trip met or exceeded expectations.	p. 32
	This positive evaluation was uniform in the four zones surveyed.	p. 32
14.	The main reasons for their trip exceeding their expectations included the friendliness of the people and the scenery, which they were not expecting.	p. 33 - 44
15.	Those whose trip did not meet their expectations were mostly frustrated at not having enough time to visit the province.	

B. FUTURE VISITS TO BRITISH COLUMBIA

		Page Reference
16.	Eighty-six percent (86%) of the Californians interviewed said they are likely to return to British Columbia for a vacation.	p. 45
17.	Those who will not return (14%) want to visit other areas first. Those from Northern California were most likely to mention that Expo was the catalyst for their visit. Without this type of attraction they are unlikely to consider returning.	p. 45
18.	Those who will return anticipate that this will be in 3 - 5 years (42%) or in 1 - 2 years (36%).	p. 46
19.	Older people are more likely to return sooner than the younger groups, as are people from Southern California.	p. 47
20.	Return visits can be expected mostly in the Summer and Fall. Older travellers are being more flexible, will consider visiting in shoulder seasons.	p. 49 - 52
21.	Victoria (43%) and Vancouver (39%) are the major attractions, however, the rest of Vancouver Island (19%) and the Northern areas of the Province (25%) are appealing.	p. 53
22.	As their time horizon for potential return visits was extended, the Californians desire to visit the Northern areas of the Province increased dramatically. Visits in the near future will include the major centres.	p. 54
23.	Although outdoor activities are a major attraction, the Californians were especially interested in sightseeing in the Province, during their next visit.	p. 59
24.	Automobile travel remains the preferred mode of transportation, however, those people from Southern California and L.A. are much more likely to consider air travel for their next visit. Older travellers are much less likely to use their car, preferring the plane, than the younger group.	p. 71 - 73
25.	The concept of a fly-drive holiday including Seattle and Vancouver was attractive to 74% of the Californians interviewed who plan to return to B.C. for a vacation.	p. 74
26.	The Californians who plan to return were unanimous about recommending their friends to visit B.C., mainly for the scenery (51%) and the friendly reception they had received.	p. 74, 75

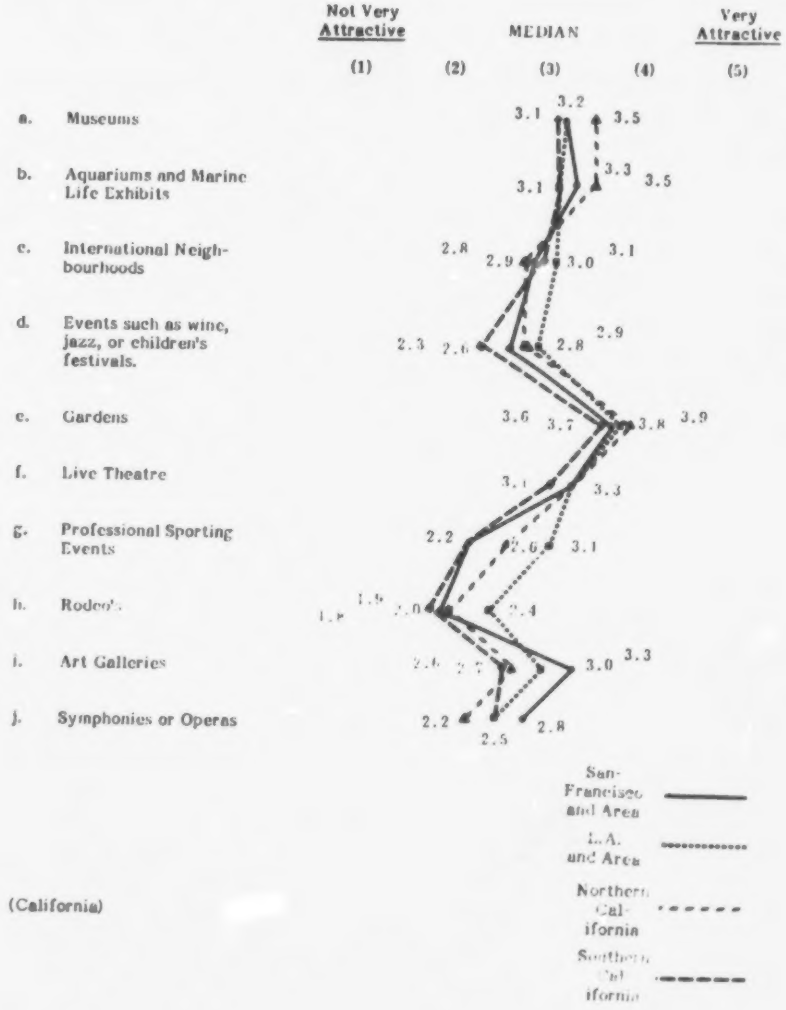
C. CALIFORNIANS TRIP PATTERNS

		Page Reference
27.	In total, the California visitors spent 11 days on average away from home with Northern Californians and San Francisco residents being away approximately 10 days, and those from Southern California and Los Angeles away 13 and 11 days respectively. More than 60% of the respondents were away for 8 nights or more.	p. 2
28.	Those California visitors who were away from home for four or less nights generally spent those four nights in B.C. Californians who spent five or more nights away from home were less apt to spend all those nights in B.C.	p. 3
29.	The number of days spent in B.C. average just over 4 and was uniform among visitors from the four areas.	p. 2
30.	Due to Expo all the Californians who spent any nights in the province stayed in Vancouver. Victoria was the only other city in which any significant numbers stopped.	p. 8
31.	Over 90% of those Californians who visited Victoria had planned to do so before leaving home. Victoria has a strong positive image with all West Coast residents.	p. 9
32.	Those Californians who have friends or relatives in British Columbia were slightly less likely to book accommodations in advance. However, most respondents were in agreement that on their next trip to B.C. they would book accommodation in advance, regardless of whether they have friends or relatives here.	p. 82
33.	Majority of those Californians who booked accommodation in advance before this trip agree that on their next trip to B.C. they would do the same. However, those respondents who did not book ahead this trip are almost split 50-50 on whether they would do so on future trips.	p. 87 - 89
34.	Approximately one-quarter of the Californians had some "community of interest" in B.C., for they visited friends and relatives here. Northern Californians had the highest degree of affinity and Southern Californians had the least.	p. 81
35.	Two-thirds of the respondents booked their accommodation prior to leaving home and 80% would do so when they make their return trip.	p. 81

Page
Reference

D. EVALUATION OF POTENTIAL ACTIVITIES AND ATTRACTIONS

The following graph shows the median results of rating scales for the various activities listed below. p. 77 - 79



36. Gardens were the biggest attraction among all California groups, followed closely by Aquarium and Marine Life exhibits and Museums. Rodeos appeared to be the least popular among these visitors as a potential activity.

E. DEMOGRAPHICS OF CALIFORNIA VISITORS

		Page Reference
37.	The average California visitor was 42 years old. This mean figure was uniform across the four areas.	p. 90
38.	Almost 80% of the visitors had some post secondary education, for an average of 4 years study.	p. 91, 93
39.	Northern Californians had the lowest overall income, with the residents from the two cities having the highest.	p. 94

NOTE:

In the following analysis, Total California data has been weighted to accurately represent the population in the four areas. Please see Appendix III for details.

1a. How many nights in TOTAL were you away from home for this trip?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
2 or Less Nights	1	3	-	2	-
3 Nights	4	4	4	3	3
4 Nights	5	4	4	7	6
5 Nights	7	9	8	3	7
6 Nights	7	8	9	3	6
7 Nights	12	10	12	17	10
8 or More Nights	65	62	63	65	69
AVERAGE # OF NIGHTS	11.2	9.5	11.0	9.9	13.1

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Did Not Stay in B.C.	10	9	11	10	4
2 or Less Nights	10	12	10	11	10
3 Nights	18	18	19	12	20
4 Nights	21	19	21	28	16
5 Nights	14	12	15	14	13
6 Nights	11	10	11	7	17
7 Nights	7	8	3	11	12
8 or More Nights	10	13	10	7	10
AVERAGE # OF NIGHTS	4.4	4.5	4.2	4.3	4.9

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

TOTAL CALIFORNIA	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	4	15	19	29	30	49	258
	%						
Did Not Stay in B.C.	39	14	-	13	12	10	9
1 - 2 Nights	61	13	11	15	7	9	10
3 Nights	-	73	13	24	13	15	15
4 Nights	-	-	76	14	16	19	20
5 Nights	-	-	-	34	32	17	11
6 Nights	-	-	-	-	22	12	12
7 Nights	-	-	-	-	-	18	7
8 or More Nights	-	-	-	-	-	-	16

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

SAN FRANCISCO AND AREA	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	3	4	4	9	8	10	63
	%						
Did Not Stay in B.C.	33	25	-	-	13	10	8
1 - 2 Nights	67	-	25	22	-	-	11
3 Nights	-	75	25	33	25	-	14
4 Nights	-	-	50	-	38	10	21
5 Nights	-	-	-	44	13	20	8
6 Nights	-	-	-	-	13	30	10
7 Nights	-	-	-	-	-	30	8
8 or More Nights	-	-	-	-	-	-	21

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

L.A. AND AREA	Q.1a					
	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	4	4	8	9	12	63
	%					
Did Not Stay in B.C.	-	-	25	11	17	10
1 - 2 Nights	25	-	13	11	8	10
3 Nights	75	-	13	11	25	18
4 Nights	-	100	13	11	17	21
5 Nights	-	-	38	44	17	10
6 Nights	-	-	-	11	8	14
7 Nights	-	-	-	-	8	3
8 or More Nights	-	-	-	-	-	16

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

NORTHERN CALIFORNIA	Q.1a						
	2 Nights or Less	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	2	3	7	3	3	17	65
	%						
Did Not Stay in B.C.	50	33	-	-	33	-	11
1 - 2 Nights	50	-	14	-	-	12	11
3 Nights	-	67	14	67	-	6	9
4 Nights	-	-	72	33	-	35	25
5 Nights	-	-	-	-	33	24	14
6 Nights	-	-	-	-	33	6	8
7 Nights	-	-	-	-	-	18	13
8 or More Nights	-	-	-	-	-	-	11

1b. Of those, how many nights in TOTAL did you spend in British Columbia?

CROSS-TABULATED BY

1a. How many nights in TOTAL were you away from home for this trip?

SOUTHERN CALIFORNIA	Q.1a					
	3 Nights	4 Nights	5 Nights	6 Nights	7 Nights	8 or More Nights
BASE	3	6	7	6	10	70
	%					
Did Not Stay in B.C.	33	-	-	-	-	4
1 - 2 Nights	-	17	14	-	20	9
3 Nights	67	33	29	-	20	17
4 Nights	-	50	43	-	10	13
5 Nights	-	-	14	-	-	17
6 Nights	-	-	-	100	10	14
7 Nights	-	-	-	-	40	11
8 or More Nights	-	-	-	-	-	14

2a. Where in B.C. did you stay overnight? Anywhere else?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Greater Vancouver	98	99	99	96	97
Nanaimo	1	1	-	4	2
Victoria	23	23	22	21	26
Campbell River	-	-	-	-	1
North Island	-	-	-	1	1
Other Vancouver Island	1	-	2	1	1
Kamloops	1	-	1	1	1
Okanagan	-	2	-	-	2
Kootenays	1	-	1	-	2
Banff	2	1	3	1	-
Lake Louise	1	-	2	1	1
Other	-	1	-	1	-
Not Stated	-	-	-	1	-

NOTE: The following analysis (Questions 2b and 2c) is only on those areas of B.C. visited by over 5% of respondents in a specific area of California.

2b. Please tell me what you remember most strongly about your visit to (responses named in Q.2a)?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	92	23	22	21	27
	%	%			
Victoria					
Friendliness of the People	5	4	9	-	-
Beautiful Scenery	18	17	23	10	19
Ocean/Coastline	3	13	-	-	4
Flowers/Trees	7	-	5	14	15
Clean City/Clean	9	13	45	10	11
Other Specific Victoria Attractions	14	26	9	19	7
Butchard Gardens	28	26	27	38	26
Ferry Ride	7	13	5	5	7
Visit to Museum	3	4	-	10	4
Good Accommodations/ Hotel/Motel	1	-	-	5	-
Other	21	17	27	14	15
Don't Know	1	-	-	5	-

2c. Did you plan to visit (responses named in Q.2a) before your trip began or did you only decide to visit that area once you got to B.C.?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	92	23	22	21	27
	%	%			
Victoria					
Before	91	83	91	100	93
During	9	17	9	-	7

3. Apart from Expo, what would you say was the highlight of your trip to British Columbia?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
The People/Lifestyle					
Visiting Friends/Relatives	4	5	4	2	2
Friendly People	14	9	17	12	10
Shopping	2	1	2	2	-
Trying Different Restaurants/ Types of Food	3	5	2	2	3
The Scenery/Environment/ Weather					
Beautiful Scenery	19	14	23	13	17
Mountains	3	5	2	1	9
Ocean Scenery/Water/Beach	3	5	2	2	3
Flowers/Trees/Greenery	4	1	6	3	2
Good/Beautiful Weather	1	3	-	3	1
Victoria Experience					
Sightseeing/Visiting Victoria	23	27	19	27	27
Butchart Gardens	11	7	10	17	14
Vancouver/City Experience					
Clean City/Clean Air	4	2	4	5	2
Sightseeing/Visiting Vancouver	12	9	14	9	10
Visit Stanley Park/Aquarium	9	8	9	10	12
Visit Grouse Mountain/ Capilano Suspension Bridge	5	4	4	4	8
Visit Gastown/Chinatown	1	2	-	3	4
Visit Granville Island	1	-	-	2	1
Visit Specific Vancouver Attractions/Specialty Areas	3	1	4	6	1
Skytrain Ride	3	1	4	2	3
General					
Ferry Ride/Ferries	9	7	10	6	11
Visiting/Sightseeing Specific Areas/Places in B.C.	4	5	4	2	3
Outdoor Activities	3	4	3	-	2
Other	9	10	8	13	5
Nothing/Only Went to Expo	16	19	16	12	15
Don't Know	-	-	-	-	1

4. What is it about British Columbia other than Expo that you remember most vividly?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
POSITIVE					
The People/Lifestyle					
Visiting Friends/Relatives	-	2	-	-	-
Friendly People	24	29	21	23	29
Good Restaurants/Shopping	3	6	3	1	1
Foreign Money/Kilometres	1	1	2	1	-
The Scenery/Environment/ Weather					
Beautiful Scenery	35	31	39	33	30
Mountains	10	11	8	12	12
Ocean Setting/Water	11	9	13	11	10
Flowers/Trees/Greenery	16	15	17	16	15
Good/Beautiful Weather	7	3	6	12	11
The Victoria Experience					
Sightsee/Tour Victoria	5	7	5	2	4
Butchart Gardens	4	6	3	2	3
The Vancouver Experience					
Clean City/Cleanliness	21	18	25	11	21
Vancouver Scenery/Beautiful City	5	8	4	2	6
Stanley Park	6	6	6	10	4
Grouse Mountain/Capilano Suspension Bridge	1	2	-	4	1
Gastown/Chinatown	2	3	2	2	1
Other Specific Vancouver Attractions/Specialty Area	2	3	2	3	1

4. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
POSITIVE					
Urban Experience					
Good Layout/Nice Road Set-Up	2	2	3	-	1
Skytrain Ride/Good Transit System	4	3	3	4	6
Architecture/Design of Buildings	1	-	2	-	-
Big/Modern City	1	2	1	2	1
Other					
Ferry Ride	3	2	2	4	3
Other Specific Place/Areas in B.C.	1	1	-	2	2
Other	9	12	7	15	6
Nothing/Only Went to Expo	3	4	4	3	-
Don't Know	2	2	3	1	2
NEGATIVE					
Poor Drivers/Traffic	1	-	1	2	1
Other Negative	1	5	-	1	1

5a. Was there anything about any part of your visit to British Columbia that surprised you?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Yes	41	43	42	35	39
No	59	57	58	65	61

5b. What was that? (Some part of your visit that surprised you.)

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	164	43	42	35	40
	%	%			
POSITIVE					
The People					
Friendliness of People	13	16	12	17	10
Different Ethnic Groups/ Nationalities/English/ French Influence	7	5	10	-	8
The Scenery/Environment					
Beautiful Scenery of B.C.	5	9	5	3	3
Mountainous	1	-	-	3	3
The Urban Experience					
Cleanliness of City/Clean Air	7	9	5	11	10
Good Public Transportation/ Skytrain	3	7	-	6	5
Good Hotels/Restaurants/ Shopping Areas	5	2	7	9	-
The Weather					
Beautiful Weather	11	14	12	9	8
No Rain/Lots of Sunshine	6	5	7	9	3
The Size					
Bigger/Larger Cities/More Developed	8	7	10	9	5
General					
Expo/How Good Expo Is	7	5	7	9	5
Foreign Money/Metric	3	5	2	6	3
Various Positives About Province/Specific Sites	8	9	7	6	8
Other	13	12	11	6	23
Don't Know/Not Stated	-	-	-	-	3

5b. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	164	43	42	35	40
	%	%			
NEGATIVE					
High Prices	6	2	7	9	8
Poor Drivers/Traffic	4	7	2	3	3
Poor Accommodations	3	2	2	3	3
Rude People/Hookers/Drunks	5	2	7	6	-
Other Negatives	9	5	12	3	10

6a. How would you say Vancouver differs from cities in your area?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
POSITIVE					
The People					
Friendlier People	10	10	10	9	9
The Scenery/Environment					
More Beautiful Scenery	9	8	10	8	8
Mountains Nearby	3	3	2	4	5
Coastal Location/Ocean Nearby	5	3	7	4	4
More Gardens/Parks	11	13	10	11	14
The Weather					
Beautiful/Better Weather	3	3	3	1	2
Cooler Climate/Weather	5	6	5	5	6
The City Experience					
Cleaner City/No Smog/ Cleaner Air	34	28	43	21	24
Different Architecture/ Design of Buildings	3	4	3	-	3
More Tourist Oriented/ Tourist Attractions	1	1	1	-	-
More Foreign/British/ European Influence	4	4	4	4	5
Good Layout/Well Organized Streets	3	3	2	8	2
Better Public Transportation/Rapid Transit System	10	5	13	7	9
Less Crowded/Populated	3	4	3	3	3
Smaller/More Compact	7	3	12	4	2
Safer City/Less Crime	3	3	2	4	8
Bigger/Larger City	6	8	2	12	6

6a. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
The Lifestyle					
Good/More Restaurants/ Shopping	2	1	3	1	1
Slower Paced/More Relaxed Lifestyle	4	6	3	3	4
NEGATIVE					
The Traffic					
Less Traffic	3	5	3	-	1
Larger Population/More People/Crowded	2	1	2	2	3
Heavier Traffic	1	1	-	3	3
Difficult to Get Around/ Different Road System	2	2	1	3	5
General					
Other Negative	6	3	1	1	2
Other	5	9	3	8	-
No Difference/Nothing	14	20	12	13	10
Don't Know	2	1	2	3	4

6b. How would you say British Columbia differs from California?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
The People/Lifestyle					
Friendlier People	10	8	9	14	8
More Foreign Influence/ Ethnic Variety	1	3	1	1	1
Slower Paced Lifestyle/ People More Relaxed	11	13	13	5	5
The Scenery/Environment					
More Beautiful Scenery	9	8	8	8	12
Mountainous	8	10	6	10	6
Ocean Nearby/Water	3	4	1	4	5
More Wilderness/Outdoor Environment	2	1	3	-	2
More Trees/Greenery	24	20	26	22	27
Cleanliness					
Cleaner Air/No Smog/ Cleaner City	17	12	20	15	17
The Size					
Less Crowded/Populated	7	15	3	4	9
Smaller/Less Developed	2	4	1	3	1
Bigger/Larger Area	4	4	5	3	3
The Weather					
Cooler Weather	14	8	16	19	11
Rainy/Rains More	4	4	3	2	7
Warmer/Better Weather	3	-	3	2	6
General					
Foreign Money/Metric System	1	2	-	-	1
Other	17	20	17	9	19
No Difference	9	11	7	10	10
Don't Know	5	6	5	4	6

7. Before your trip, what did you imagine B.C. would be like?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
POSITIVE					
The People					
Thought It Would be More Foreign/More European/British	4	3	6	1	2
The Scenery/Environment					
Beautiful Scenery/Scenic	11	9	16	4	5
Mountainous/Mountains	4	4	4	6	5
Lots of Water/Ocean/Beaches	1	2	1	1	2
Trees/Flowers/Greenery	7	5	6	10	10
The Urban Experience					
Clean City/Clean Air	4	2	5	3	2
Would be Like Specific American/Canadian Cities	5	4	6	4	3
The Weather					
Cooler/Colder Weather	7	4	8	7	8
Rainy Weather/Lots of Rain	7	4	8	4	11
The Size					
Thought it Would be Smaller/More Small Town	10	13	9	9	10
Thought it Would be Bigger/Larger/More Developed	2	2	1	2	3

7. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
POSITIVE					
General					
Other	6	6	6	7	4
Been to B.C./Vancouver Before/Knew What it Was Like	34	36	31	39	33
Don't Know/No Idea What it Would be Like	17	20	14	21	22
NEGATIVE					
Thought People Would be Impersonal/Unfriendly	1	2	-	1	2

NOTE: The following tables compare respondents image of what they thought B.C. would be like (Q.7) with what surprised them about B.C. once they were here (Q.5b).

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

TOTAL CALIFORNIA

		Q.5b	Q.7
BASE		164	403
		%	%
Q.5b	Q.7		
The People			
Friendliness of People		13	-
Different Ethnic Groups/Nationalities/English/French Influence	Thought it Would be More Foreign/More European/British	7	4
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	5	11
Mountainous	Mountainous/Mountains	1	4
	Lots of Water/Ocean/Beaches	-	1
	Trees/Flowers/Greenery	-	7
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	7	4
Good Public Transportation/Skytrain		3	-
Good Hotels/Restaurants/Shopping Areas		5	-
	Would be Like Specific American/Canadian Cities	-	5

continued...

		Q.5b	Q.7
BASE		164	403
		%	%
Q.5b	Q.7		
The Weather			
Beautiful Weather		11	-
No Rain/Lots of Sunshine		6	-
	Cold/Cooler Weather	-	7
	Rainy Weather/Lots of Rain	-	7
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	8	10
	Thought it Would be Bigger/ Larger/More Developed	-	2
General			
Expo/How Good Expo Is		7	-
Foreign Money/Metric		3	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	8	34
High Prices		6	-
Poor Drivers/Traffic		4	-
Poor Accommodations		3	-
Rude People/Hookers/Drunks	Thought People Would be Impersonal/Unfriendly	5	1
Other Negatives		9	-
Other	Other	13	6
	Don't Know/No Idea What it Would be Like	-	17

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

SAN FRANCISCO AND AREA

		Q.5b	Q.7
BASE		43	101
		%	%
Q.5b	Q.7		
The People			
Friendliness of People		16	-
Different Ethnic Groups/ Nationalities/English/ French Influence	Thought it Would be More Foreign/More European/British	5	4
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	9	9
	Mountainous/Mountains	-	4
	Lots of Water/Ocean/Beaches	-	2
	Trees/Flowers/Greenery	-	5
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	9	2
Good Public Transportation/Skytrain		7	-
Good Hotels/Restaurants/ Shopping Areas		2	-
	Would be Like Specific American/Canadian Cities	-	4

continued...

		Q.5b	Q.7
BASE		43	101
		%	%
Q.5b	**Q.7**		
The Weather			
Beautiful Weather		14	-
No Rain/Lots of Sunshine		5	-
	Cold/Cooler Weather	-	4
	Rainy Weather/Lots of Rain	-	4
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	7	13
	Thought it Would be Bigger/ Larger/More Developed	-	2
General			
Expo/How Good Expo Is		5	-
Foreign Money/Metric		5	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	9	36
High Prices		2	-
Poor Drivers/Traffic		7	-
Poor Accommodations		2	-
Rude People/Hookers/Drunks	Thought People Would be Impersonal/Unfriendly	2	2
Other Negatives		5	-
Other	Other	12	6
	Don't Know/No Idea What it Would be Like	-	17

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

L.A. AND AREA

		Q.5b	Q.7
BASE		42	100
		%	%
Q.5b	**Q.7**		
The People			
Friendliness of People		12	-
Different Ethnic Groups/ Nationalities/English/ French Influence	Thought it Would be More Foreign/More European/British	10	6
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	5	16
	Mountainous/Mountains	-	4
	Lots of Water/Ocean/Beaches	-	1
	Trees/Flowers/Greenery	-	6
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	5	5
Good Hotels/Restaurants/ Shopping Areas		7	-
	Would be Like Specific American/Canadian Cities	-	6
The Weather			
Beautiful Weather		12	-
No Rain/Lots of Sunshine		7	-
	Cold/Cooler Weather	-	8
	Rainy Weather/Lots of Rain	-	8

continued...

		Q.5b	Q.7
BASE		42	100
		%	%
Q.5b	**Q.7**		
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	10	9
	Thought it Would be Bigger/ Larger/More Developed	-	1
General			
Expo/How Good Expo Is		7	-
Foreign Money/Metric		2	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	7	31
High Prices		7	-
Poor Drivers/Traffic		2	-
Poor Accommodations		2	-
Rude People/Hookers/Drunks		7	-
Other Negatives		12	-
Other	Other	11	6
	Don't Know/No Idea What it Would be Like	-	14

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

NORTHERN CALIFORNIA

		Q.5b	Q.7
BASE		35	100
		%	%
Q.5b	Q.7		
The People			
Friendliness of People		17	-
	Thought it Would be More Foreign/More European/British	-	1
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	3	4
Mountainous	Mountainous/Mountains	3	6
	Lots of Water/Ocean/Beaches	-	1
	Trees/Flowers/Greenery	-	10
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	11	3
Good Public Transportation/Skytrain		6	-
Good Hotels/Restaurants/Shopping Areas		9	-
	Would be Like Specific American/Canadian Cities	-	4

continued...

Q.5b	Q.7	Q.5b	Q.7
BASE		35 %	100 %
The Weather			
Beautiful Weather		9	-
No Rain/Lots of Sunshine		9	-
	Cold/Cooler Weather	-	7
	Rainy Weather/Lots of Rain	-	4
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	9	9
	Thought it Would be Bigger/ Larger/More Developed	-	2
General			
Expo/How Good Expo Is		9	-
Foreign Money/Metric		6	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	6	39
High Prices		9	-
Poor Drivers/Traffic		3	-
Poor Accommodations		3	-
Rude People/Hookers/Drunks	Thought People Would be Impersonal/Unfriendly	6	1
Other Negatives		3	-
Other	Other	6	7
	Don't Know/No Idea What it Would be Like	-	21

5b. What was that? (Some part of your visit that surprised you.)

COMPARED WITH

7. Before your trip, what did you imagine B.C. would be like?

SOUTHERN CALIFORNIA

		Q.5b	Q.7
BASE		40	102
		%	%
Q.5b	Q.7		
The People			
Friendliness of People		10	-
Different Ethnic Groups/Nationalities/English/French Influence	Thought it Would be More Foreign/More European/British	8	2
The Scenery/Environment			
Beautiful Scenery of B.C.	Beautiful Scenery/Scenic	3	5
Mountainous	Mountainous/Mountains	3	5
	Lots of Water/Ocean/Beaches	-	2
	Trees/Flowers/Greenery	-	10
The Urban Experience			
Cleanliness of City/Clean Air	Clean City/Clean Air	10	2
Good Public Transportation/Skytrain		5	-
	Would be Like Specific American/Canadian Cities	-	3
The Weather			
Beautiful Weather		8	-
No Rain/Lots of Sunshine		3	-
	Cold/Cooler Weather	-	8
	Rainy Weather/Lots of Rain	-	11

continued...

		Q.5b	Q.7
BASE		40 %	102 %
Q.5b	**Q.7**		
The Size			
Bigger/Larger Cities/ More Developed	Thought it Would be Smaller/ More Small Town	5	10
	Thought it Would be Bigger/ Larger/More Developed	-	3
General			
Expo/How Good Expo Is		5	-
Foreign Money/Metric		3	-
Various Positives About Province/Specific Sites	Been to B.C./Vancouver Before/Knew What It Was Like	8	33
High Prices		8	-
Poor Drivers/Traffic		3	-
Poor Accommodations		3	-
	Thought People Would be Impersonal/Unfriendly	-	2
Other Negatives		10	-
Other	Other	23	4
Don't Know/Not Stated	Don't Know/No Idea What it Would be Like	3	22

NOTE: In the following cross-tabulations question 7 has been regrouped into the following manner: those respondents who had some ideas or notions about B.C., those respondents who had been to B.C. before, and those who had no preconceived ideas about B.C. at all.

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TOTAL CALIFORNIA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	185	204	10	4
	%			
Various Notions/Ideas About B.C.	58	39	63	50
Been to B.C./Vancouver Before/Knew What it Was Like	26	42	24	-
Don't Know/No Idea What it Would be Like	16	19	13	50

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

SAN FRANCISCO AND AREA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	47	50	4
	%		
Various Notions/Ideas About B.C.	47	44	25
Been to B.C./Vancouver Before/Knew What it Was Like	32	38	50
Don't Know/No Idea What it Would be Like	21	18	25

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

L.A. AND AREA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	46	51	1	2
	%			
Various Notions/Ideas About B.C.	69	41	100	50
Been to B.C./Vancouver Before/Knew What it Was Like	22	41	-	-
Don't Know/No Idea What it Would be Like	9	18	-	50

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

NORTHERN CALIFORNIA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	44	51	5
	%		
Various Notions/Ideas About B.C.	47	29	80
Been to B.C./Vancouver Before/Knew What it Was Like	32	47	20
Don't Know/No Idea What it Would be Like	21	24	-

7. Before your trip, what did you imagine B.C. would be like?

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

SOUTHERN CALIFORNIA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	48	51	3
	%		
Various Notions/Ideas About B.C.	48	41	67
Been to B.C./Vancouver Before/Knew What it Was Like	27	41	-
Don't Know/No Idea What it Would be Like	25	18	33

8a. Would you say your trip to British Columbia, apart from Expo:

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Exceeded Your Expectations	46	47	46	44	47
Met Your Expectations	51	50	51	51	50
Did Not Meet Your Expectations	3	4	1	5	3
Don't Know	1	-	2	-	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
The People					
Friendlier People	21	24	18	23	24
Good Accommodations/Restaurants/Entertainment	5	4	6	3	2
Slow Paced/Relaxed Atmosphere	3	1	3	4	2
The Scenery/Environment					
More Beautiful/Scenic Than I Expected	27	21	27	31	28
Mountainous/Mountains	1	-	1	2	1
Ocean/Water/More Beaches	-	-	-	1	2
More Trees/Greenery	1	-	1	3	3
The Urban Experience					
Cleaner City Than I Expected	7	6	8	5	5
Liked Victoria/Sightsee Victoria	4	1	2	14	4
Specific Vancouver Attractions/Tour Vancouver	3	2	2	4	4
Easy to Get Around/Well Organized Streets/Roads	2	2	2	2	1
Good Public Transportation System/Skytrain	3	4	3	2	-
Bigger/More Developed	1	4	-	1	3
The Satisfaction					
Enjoyed Visit/Had a Good/Great Time	26	37	21	26	29
Lots to See and Do	4	4	3	5	4
Nice/Interesting Place to Visit	4	6	3	2	6

8b. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
General					
Good Weather	8	7	9	7	5
Only Went to Expo	6	4	8	5	-
Did What I Planned/Came For	4	4	4	-	10
Didn't See Enough/Needed More Time to Sightsee	2	3	1	2	1
Other	11	11	14	5	9
Been to B.C./Vancouver Before/Knew What to Expect	9	10	8	11	9
Don't Know/Not Stated	5	4	6	3	2

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

TOTAL CALIFORNIA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	185	204	10	4
	%			
The People				
Friendlier People	31	13	-	-
Good Accommodations/Restaurants/Entertainment	6	3	-	-
Slow Paced/Relaxed Atmosphere	4	1	-	-
The Scenery/Environment				
More Beautiful/Scenic Than I Expected	40	16	-	-
Mountainous/Mountains	2	-	-	-
Ocean/Water/More Beaches	1	-	-	-
More Trees/Greenery	1	2	-	-
The Urban Experience				
Cleaner City Than I Expected	8	6	-	-
Liked Victoria/Sightsee Victoria	5	4	-	-
Specific Vancouver Attractions/Tour Vancouver	4	2	-	-
Easy to Get Around/Well Organized Streets/Roads	2	2	-	-
Good Public Transportation System/Skytrain	3	2	-	-
Bigger/More Developed	2	1	-	-

continued...

TOTAL CALIFORNIA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	185	204	10	4
	%			
The Satisfaction				
Enjoyed Visit/Had a Good/ Great Time	22	32	-	-
Lots to See and Do	7	1	-	-
Nice/Interesting Place to Visit	5	4	-	-
General				
Good Weather	12	4	-	-
Only Went to Expo	2	8	26	-
Did What I Planned/Came For	-	8	-	-
Didn't See Enough/Needed More Time to Sightsee	-	2	30	-
Other	13	8	52	-
Been to B.C./Vancouver Before/Knew What to Expect	-	18	-	-
Don't Know/Not Stated	1	6	5	100

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

SAN FRANCISCO AND AREA	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	47	50	4
		%	
The People			
Friendlier People	43	8	-
Good Accommodations/Restaurants/Entertainment	4	4	-
Slow Paced/Relaxed Atmosphere	2	-	-
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	32	12	-
The Urban Experience			
Cleaner City Than I Expected	11	2	-
Liked Victoria/Sightsee Victoria	-	2	-
Specific Vancouver Attractions/Tour Vancouver	2	2	-
Easy to Get Around/Well Organized Streets/Roads	4	-	-
Good Public Transportation System/Skytrain	6	2	-
Bigger/More Developed	6	2	-

continued...

SAN FRANCISCO AND AREA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	47	50	4
	%		
The Satisfaction			
Enjoyed Visit/Had a Good/ Great Time	36	40	-
Lots to See and Do	9	-	-
Nice/Interesting Place to Visit	4	8	-
General			
Good Weather	11	4	-
Only Went to Expo	-	8	-
Did What I Planned/Came For	-	8	-
Didn't See Enough/Needed More Time to Sightsee	-	2	50
Other	15	4	50
Been to B.C./Vancouver Before/Knew What to Expect	-	20	-
Don't Know/Not Stated	-	8	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

L.A. AND AREA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	46	51	1	2
	%			
The People				
Friendlier People	22	16	-	-
Good Accommodations/Restaurants/Entertainment	9	4	-	-
Slow Paced/Relaxed Atmosphere	4	2	-	-
The Scenery/Environment				
More Beautiful/Scenic Than I Expected	44	14	-	-
Mountainous/Mountains	2	-	-	-
More Trees/Greenery	-	2	-	-
The Urban Experience				
Cleaner City Than I Expected	7	10	-	-
Liked Victoria/Sightsee Victoria	2	2	-	-
Specific Vancouver Attractions/Tour Vancouver	4	-	-	-
Easy to Get Around/Well Organized Streets/Roads	-	4	-	-
Good Public Transportation System/Skytrain	2	4	-	-

continued...

L.A. AND AREA

	Q.8a			
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations	Don't Know
BASE	46	51	1	2
	%			
The Satisfaction				
Enjoyed Visit/Had a Good/ Great Time	13	29	-	-
Lots to See and Do	4	2	-	-
Nice/Interesting Place to Visit	4	2	-	-
General				
Good Weather	15	4	-	-
Only Went to Expo	4	12	-	-
Did What I Planned/Came For	-	8	-	-
Didn't See Enough/Needed More Time to Sightsee	-	2	-	-
Other	17	10	100	-
Been to B.C./Vancouver Before/Knew What to Expect	-	16	-	-
Don't Know/Not Stated	2	6	-	100

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

NORTHERN CALIFORNIA	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	44	51	5
	%		
The People			
Friendlier People	41	10	-
Good Accommodations/Restaurants/Entertainment	5	2	-
Slow Paced/Relaxed Atmosphere	7	2	-
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	39	28	-
Mountainous/Mountains	2	2	-
Ocean/Water/More Beaches	2	-	-
More Trees/Greenery	5	2	-
The Urban Experience			
Cleaner City Than I Expected	11	-	-
Liked Victoria/Sightsee Victoria	18	12	-
Specific Vancouver Attractions/Tour Vancouver	5	4	-
Easy to Get Around/Well Organized Streets/Roads	2	2	-
Good Public Transportation System/Skytrain	5	-	-
Bigger/More Developed	2	-	-

continued...

NORTHERN CALIFORNIA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	44	51	5
	%		
The Satisfaction			
Enjoyed Visit/Had a Good/ Great Time	23	31	-
Lots to See and Do	9	2	-
Nice/Interesting Place to Visit	2	2	-
General			
Good Weather	11	4	-
Only Went to Expo	-	2	80
Didn't See Enough/Needed More Time to Sightsee	-	-	40
Other	2	6	20
Been to B.C./Vancouver Before/Knew What to Expect	-	22	-
Don't Know/Not Stated	-	6	-

8b. Why do you say that?
(Trip to B.C. exceeded, met, or did not meet expectations.)

CROSS-TABULATED BY

8a. Would you say your trip to British Columbia, apart from Expo:

SOUTHERN CALIFORNIA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	48	51	3
	%		
The People			
Friendlier People	33	16	-
Good Accommodations/Restaurants/Entertainment	4	-	-
Slow Paced/Relaxed Atmosphere	4	-	-
The Scenery/Environment			
More Beautiful/Scenic Than I Expected	42	18	-
Mountainous/Mountains	2	-	-
Ocean/Water/More Beaches	2	2	-
More Trees/Greenery	4	2	-
The Urban Experience			
Cleaner City Than I Expected	2	8	-
Liked Victoria/Sightsee Victoria	4	4	-
Specific Vancouver Attractions/Tour Vancouver	2	6	-
Easy to Get Around/Well Organized Streets/Roads	2	-	-
Bigger/More Developed	4	2	-

continued...

SOUTHERN CALIFORNIA

	Q.8a		
	Exceeded Your Expectations	Met Your Expectations	Did Not Meet Your Expectations
BASE	48	51	3
	%		
The Satisfaction			
Enjoyed Visit/Had a Good/ Great Time	33	28	-
Lots to See and Do	8	-	-
Nice/Interesting Place to Visit	8	4	-
General			
Good Weather	6	4	-
Did What I Planned/Came For	-	20	-
Didn't See Enough/Needed More Time to Sightsee	-	2	-
Other	4	10	67
Been to B.C./Vancouver Before/Knew What to Expect	-	18	-
Don't Know/Not Stated	-	2	33

9a. Thinking about your vacations in the next few years, will you be likely to return to British Columbia?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Yes	86	82	87	87	88
No	14	18	13	12	12
Don't Know	-	-	-	1	-

9b. Why is that? (Will not be likely to return to British Columbia for vacation in the next few years.)

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE*	56	18	13	13	12
	%	%			
Plan/Prefer to See/Visit Other Places	53	50	62	31	58
Older/Don't Travel as Much	7	-	15	-	-
No Time/Too Busy to Travel	13	11	15	-	25
Can't Afford/Lack of Money	8	11	-	15	25
Too Far to Travel/From Home	2	6	-	-	-
Expo Only Reason to Visit	12	11	8	31	-
Been Before/No Reason to Come Back	8	11	8	-	8
Other	6	6	-	31	-

* CAUTION: Small bases for calculations.

9c. What would it take to bring you back to B.C.?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	56	18	13	13	12
	%	%			
Another World's Fair/Expo/ Big Event	17	17	15	31	8
A Visit to Relatives/Big Family Function	3	11	-	-	-
More Time for Vacation/ To Travel	16	17	15	8	25
More Money/Enough Money to Afford Trip	14	17	8	8	42
Other	24	39	15	15	33
Nothing	2	6	-	-	-
Don't Know	37	17	54	39	17

10a. When do you think that will be (return to B.C. for a vacation)?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Under 1 Year	9	8	9	9	11
1 - 2 Years	36	35	35	35	43
3 - 5 Years	42	39	46	39	39
6 - 10 Years	3	7	1	3	1
Over 10 Years	1	1	1	1	1
Don't Know	9	10	8	13	4
MEDIAN	2.0	2.0	2.0	1.9	1.8

10a. When do you think that will be (return to B.C. for a vacation)?

TOTAL CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	135	212	82	181	84
			%		
Under 1 Year	13	7	11	6	14
1 - 2 Years	38	35	40	33	37
3 - 5 Years	42	43	38	48	33
6 - 10 Years	1	4	4	2	4
Over 10 Years	1	1	1	2	-
Don't Know	5	11	5	9	13

10a. When do you think that will be (return to B.C. for a vacation)?

SAN FRANCISCO AND AREA	Male	Female	34 and Under	35 - 54	55+
BASE	29	54	20	44	19
			%		
Under 1 Year	21	2	15	7	5
1 - 2 Years	31	37	40	36	26
3 - 5 Years	41	37	25	41	47
6 - 10 Years	7	7	5	9	5
Over 10 Years	-	2	5	-	-
Don't Know	-	15	10	7	16

10a. When do you think that will be (return to B.C. for a vacation)?

L.A. AND AREA	Male	Female	34 and Under	35 - 54	55+
BASE	35	52	18	47	22
			%		
Under 1 Year	11	8	11	4	18
1 - 2 Years	40	31	39	32	36
3 - 5 Years	40	50	44	53	32
6 - 10 Years	-	2	-	-	5
Over 10 Years	3	-	-	2	-
Don't Know	6	10	6	9	9

10a. When do you think that will be (return to B.C. for a vacation)?

NORTHERN CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	33	54	25	45	17
			%		
Under 1 Year	6	11	8	7	18
1 - 2 Years	33	35	40	31	35
3 - 5 Years	49	33	36	44	29
6 - 10 Years	-	6	12	-	-
Over 10 Years	-	2	-	2	-
Don't Know	12	13	4	16	18

10a. When do you think that will be (return to B.C. for a vacation)?

SOUTHERN CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	38	52	24	40	26
	%				
Under 1 Year	13	10	8	13	12
1 - 2 Years	42	44	46	38	50
3 - 5 Years	42	37	42	45	27
6 - 10 Years	-	2	4	-	-
Over 10 Years	-	2	-	3	-
Don't Know	3	6	-	3	12

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	347	83	87	87	90
	% saying "yes"				
March to June (Spring)	22	24	18	24	26
July to August (Summer)	80	72	84	82	72
September to October (Fall)	36	39	33	41	37
November to February (Winter)	10	10	12	3	13

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

TOTAL CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	135	212	82	181	84
	% saying "yes"				
March to June (Spring)	20	23	22	19	29
July to August (Summer)	83	78	85	76	81
September to October (Fall)	39	34	28	35	46
November to February (Winter)	5	13	16	10	4

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

SAN FRANCISCO AND AREA	Male	Female	34 and Under	35 - 54	55+
BASE	29	54	20	44	19
	% saying "yes"				
March to June (Spring)	21	26	20	23	32
July to August (Summer)	76	70	85	70	63
September to October (Fall)	35	41	35	34	53
November to February (Winter)	3	13	15	9	5

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

L.A. AND AREA	Male	Female	34 and Under	35 - 54	55+
BASE	35	52	18	47	22
	% saying "yes"				
March to June (Spring)	17	19	17	13	32
July to August (Summer)	89	81	100	77	86
September to October (Fall)	37	31	17	34	45
November to February (Winter)	3	17	17	13	5

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

NORTHERN CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	33	54	25	45	17
	% saying "yes"				
March to June (Spring)	21	26	28	27	12
July to August (Summer)	91	76	76	82	88
September to October (Fall)	42	41	44	38	47
November to February (Winter)	3	4	8	2	-

10b. During which of the following periods would you be likely to visit B.C. for a vacation?

SOUTHERN CALIFORNIA	Male	Female	34 and Under	35 - 54	55+
BASE	38	52	24	40	26
	% saying "yes"				
March to June (Spring)	26	25	25	25	27
July to August (Summer)	61	81	63	78	73
September to October (Fall)	50	27	33	35	42
November to February (Winter)	18	10	21	18	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Vancouver	39	41	38	36	41
Vancouver Island	19	24	14	23	26
Victoria	43	47	43	38	43
Mountain Areas	13	8	16	14	9
Kamloops	1	-	2	-	2
Cariboo	-	1	-	1	-
North	25	24	26	20	26
Okanagan	4	7	2	3	3
Kootenays	-	-	-	2	-
Banff	10	7	9	13	14
Lake Louise	8	8	8	7	11
Coast/B.C. Coast	3	2	2	2	4
B.C. Interior	1	-	-	3	1
Other	2	1	1	5	-
All Areas	6	6	6	9	3
Don't Know	5	5	3	9	6

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

	Q.10a					
TOTAL CALIFORNIA	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	32	124	147	10	4	30
	%					
Vancouver	30	42	35	7	22	62
Vancouver Island	31	18	17	34	71	8
Victoria	55	42	42	41	22	41
Mountain Areas	12	7	16	18	-	28
Kamloops	6	2	-	-	-	-
Cariboo	-	1	-	9	-	-
North	32	22	26	43	83	7
Okanagan	-	3	3	9	49	4
Kootenays	-	1	-	-	-	2
Banff	6	13	8	-	-	18
Lake Louise	2	14	5	-	-	13
Coast/B.C. Coast	-	3	4	-	-	-
B.C. Interior	4	-	1	-	-	2
Other	-	1	3	-	-	-
All Areas	2	8	5	-	17	10
Don't Know	3	4	6	-	-	8

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

SAN FRANCISCO AND AREA	Q.10a Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	7	29	32	6	1	8
	%					
Vancouver	29	59	28	-	100	63
Vancouver Island	29	24	16	50	100	25
Victoria	57	48	47	17	100	50
Mountain Areas	-	7	9	33	-	-
Cariboo	-	-	-	17	-	-
North	29	14	25	67	100	13
Okanagan	-	3	13	17	-	-
Banff	14	3	9	-	-	13
Lake Louise	-	14	9	-	-	-
Coast/B.C. Coast	-	3	3	-	-	-
Other	-	-	3	-	-	-
All Areas	-	10	3	-	-	13
Don't Know	14	-	9	-	-	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

	Q.10a					
L.A. AND AREA	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	8	30	40	1	1	7
	%					
Vancouver	25	40	35	-	-	71
Vancouver Island	25	10	15	-	100	-
Victoria	50	40	43	100	-	43
Mountain Areas	25	7	18	-	-	43
Kamloops	13	3	-	-	-	-
North	38	27	28	-	100	-
Okanagan	-	3	-	-	100	-
Banff	-	17	5	-	-	14
Lake Louise	-	17	3	-	-	14
Coast/B.C. Coast	-	-	5	-	-	-
Other	-	-	3	-	-	-
All Areas	-	10	5	-	-	-
Don't Know	-	-	5	-	-	14

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

NORTHERN CALIFORNIA	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
	Q.10a					
BASE	8	30	34	3	1	11
	%					
Vancouver	25	30	41	33	-	46
Vancouver Island	25	33	18	33	-	9
Victoria	63	40	35	33	-	27
Mountain Areas	-	7	21	-	-	27
Cariboo	-	3	-	-	-	-
North	38	20	18	33	-	9
Okanagan	-	3	3	-	-	9
Kootenays	-	3	-	-	-	9
Banff	13	10	12	-	-	27
Lake Louise	-	3	6	-	-	27
Coast/B.C. Coast	-	7	-	-	-	-
B.C. Interior	13	-	3	-	-	9
Other	-	7	6	-	-	-
All Areas	13	-	9	-	100	27
Don't Know	-	17	9	-	-	-

11. What areas of the Province would you like to visit during your next visit to B.C.?

CROSS-TABULATED BY

10a. When do you think that will be (return to B.C. for a vacation)?

	Q.10a					
SOUTHERN CALIFORNIA	Under 1 Year	1 - 2 Years	3 - 5 Years	6 - 10 Years	Over 10 Years	Don't Know
BASE	10	39	35	1	1	4
	%					
Vancouver	50	41	40	-	-	50
Vancouver Island	60	18	29	-	-	-
Victoria	60	44	37	100	-	50
Mountain Areas	-	5	14	-	-	25
Kamloops	-	3	3	-	-	-
North	10	23	31	-	100	25
Okanagan	-	3	3	-	-	25
Banff	10	18	11	-	-	25
Lake Louise	10	15	9	-	-	-
Coast/B.C. Coast	-	5	6	-	-	-
B.C. Interior	10	-	-	-	-	-
All Areas	-	5	3	-	-	-
Don't Know	-	8	3	-	-	25

12. On that visit what kinds of things would you like to see and do in B.C.?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	347	83	87	87	90
	%	%			
Outdoor Activities					
Camping	15	12	14	18	19
Fishing	16	15	18	14	12
Skiing	5	7	5	2	8
Hiking	6	8	2	12	12
Boating/Sailing/Cruising	4	7	2	5	2
Other Beach/Ocean Activities	1	1	1	-	2
Other Outdoor Activities	6	4	7	3	8
Visit Parks and Gardens					
Visit Wildlife/Nature Parks	10	10	9	8	12
See Parks/Gardens	3	4	3	2	-
See Butchart Gardens	8	13	7	8	7
See Stanley Park/Aquarium	6	5	5	13	6
Sightsee/Tour Various Attractions					
Sightsee/Tour	47	53	45	44	46
Sightsee/Visit Victoria	7	7	7	6	11
Sightsee/Visit Vancouver	6	8	6	6	7
Grouse Mountain/Suspension Bridge	2	1	3	-	-
Gastown/Chinatown	2	1	3	-	2
Specific Vancouver Attractions/Special Area	1	1	-	5	1
Specific Places/Areas in B.C.	2	1	2	3	1
Cultural					
Visit Museums	5	5	2	10	6
Theatre/Cultural Events	1	4	-	-	1
Historical Sites/Learn About Indian/B.C. Culture	3	2	3	2	1

12. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Relax/Shop/Just Visit					
Visit Relatives/Friends	3	4	2	3	2
Shopping	6	6	6	7	4
Try Different Restaurants/ Types of Food/Ethnic	4	7	3	3	2
Relax/Enjoy Holiday/Meet People	2	2	1	2	4
General					
Rides Ferry/Ferries	5	8	5	3	6
Other	6	7	6	7	4
Don't Know	4	2	6	1	1

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

TOTAL CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	134	66	148	46	16	86	42	38	17
	%								
Outdoor Activities									
Camping	10	13	12	25	6	24	22	7	17
Fishing	7	28	15	20	31	25	16	15	8
Skiing	4	6	2	14	-	4	5	2	12
Hiking	2	4	5	17	19	8	17	8	3
Boating/Sailing/Cruising	4	5	3	2	6	5	-	2	6
Other Beach/Ocean Activities	-	1	-	-	-	2	-	5	-
Other Outdoor Activities	4	4	4	7	9	8	20	8	3
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	7	4	6	15	27	14	19	20	-
See Parks/Gardens	6	5	4	2	-	1	2	5	-
See Butchart Gardens	9	9	17	-	-	5	2	-	4
See Stanley Park/Aquarium	15	3	5	4	3	1	-	-	4
Sightsee/Tour Various Attractions									
Sightsee/Tour	48	56	43	41	57	48	40	55	60
Sightsee/Visit Victoria	7	14	12	1	-	6	5	5	15
Sightsee/Visit Vancouver	11	7	6	-	-	1	10	1	23
Grouse Mountain/Suspension Bridge	4	-	1	4	-	5	5	5	-
Gastown/Chinatown	6	3	3	-	-	1	1	5	-
Specific Vancouver Attractions/Special Area	2	-	2	2	-	-	-	-	4
Specific Places/Areas in B.C.	3	2	1	7	6	1	5	-	3

continued...

TOTAL CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	134	66	148	46	16	86	42	38	17
	%								
Cultural									
Visit Museums	7	7	9	2	-	4	4	1	4
Theatre/Cultural Events	1	2	1	2	6	1	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	3	2	3	8	-	3	-	2	3
Relax/Shop/Just Visit									
Visit Relatives/Friends	3	5	1	-	-	1	1	4	-
Shopping	9	4	7	-	12	2	3	-	9
Try Different Restaurants/ Types of Food/Ethnic	6	5	4	6	6	6	3	-	5
Relax/Enjoy Holiday/Meet People	1	1	1	8	8	5	-	4	-
General									
Rides Ferry/Ferries	5	10	7	-	-	7	-	4	-
Other	4	4	8	4	3	4	9	7	7
Don't Know	2	-	6	-	-	-	5	1	5

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

SAN FRANCISCO AND AREA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	34	20	39	7	6	20	11	8	4
	%								
Outdoor Activities									
Camping	9	10	8	29	-	15	27	13	50
Fishing	6	30	15	14	17	25	9	25	25
Skiing	-	5	5	14	-	5	18	13	25
Hiking	-	5	10	14	33	10	36	-	-
Boating/Sailing/Cruising	6	15	8	14	17	10	-	13	-
Other Beach/Ocean Activities	-	-	-	-	-	5	-	-	-
Other Outdoor Activities	-	5	3	14	17	10	-	-	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	3	10	5	29	33	15	27	25	-
See Parks/Gardens	6	5	5	14	-	-	9	-	-
See Butchart Gardens	12	10	23	-	-	10	9	-	-
See Stanley Park/Aquarium	12	5	5	-	-	5	-	-	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	56	70	51	71	50	65	36	63	25
Sightsee/Visit Victoria	6	5	10	-	-	15	9	-	-
Sightsee/Visit Vancouver	12	10	10	-	-	5	18	-	-
Grouse Mountain/Suspension Bridge	3	-	3	-	-	-	-	-	-
Gastown/Chinatown	3	-	-	-	-	-	-	-	-
Specific Vancouver Attractions/Special Area	-	-	3	-	-	-	-	-	-
Specific Places/Areas in B.C.	-	-	-	-	17	-	-	-	-

(California)

continued...

SAN FRANCISCO AND AREA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	34	20	39	7	6	20	11	8	4
	%								
Cultural									
Visit Museums	9	5	10	-	-	-	-	-	-
Theatre/Cultural Events	3	5	3	14	17	5	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	3	5	3	-	-	5	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	6	-	3	-	-	-	-	-	-
Shopping	12	-	3	-	-	-	-	-	25
Try Different Restaurants/ Types of Food/Ethnic	15	5	5	-	17	-	-	-	25
Relax/Enjoy Holiday/Meet People	3	-	-	14	-	5	-	13	-
General									
Rides Ferry/Ferries	9	-	10	-	-	10	-	13	-
Other	6	10	5	-	-	10	18	13	-
Don't Know	-	-	3	-	-	-	-	-	25

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

L.A. AND AREA: 1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	33	12	37	14	3	23	8	8	3
	%								
Outdoor Activities									
Camping	9	17	14	29	-	26	-	-	-
Fishing	9	33	19	21	67	30	13	-	-
Skiing	6	8	-	14	-	4	-	-	-
Hiking	-	-	-	14	-	4	-	-	-
Boating/Sailing/Cruising	3	-	-	-	-	4	-	-	-
Other Beach/Ocean Activities	-	-	-	-	-	-	-	13	-
Other Outdoor Activities	6	-	3	7	-	9	38	13	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	6	-	5	14	33	13	13	25	-
See Parks/Gardens	9	8	5	-	-	-	-	13	-
See Butchart Gardens	6	17	14	-	-	4	-	-	-
See Stanley Park/Aquarium	12	-	3	7	-	-	-	-	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	49	42	41	29	67	39	25	50	100
Sightsee/Visit Victoria	6	17	8	-	-	4	-	13	33
Sightsee/Visit Vancouver	9	8	3	-	-	-	13	-	67
Grouse Mountain/Suspension Bridge	6	-	-	7	-	9	13	13	-
Gastown/Chinatown	9	8	5	-	-	-	-	13	-
Specific Places/Areas in B.C.	3	-	-	7	-	-	13	-	-

continued...

L.A. AND AREA:
1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	33	12	37	14	3	23	8	8	3
	%								
Cultural									
Visit Museums	3	-	3	-	-	4	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	3	-	5	14	-	4	-	-	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	3	8	-	-	-	-	-	-	-
Shopping	6	8	8	-	33	4	-	-	-
Try Different Restaurants/Types of Food/Ethnic	3	8	3	7	-	9	-	-	-
Relax/Enjoy Holiday/Meet People	-	-	-	7	-	4	-	-	-
General									
Rides Ferry/Ferries	3	17	5	-	-	4	-	-	-
Other	3	-	11	-	-	-	13	-	-
Don't Know	3	-	11	-	-	-	13	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

NORTHERN CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	31	20	33	13	3	17	13	17	8
	%								
Outdoor Activities									
Camping	13	15	12	15	-	29	54	6	13
Fishing	-	20	6	15	-	18	31	29	-
Skiing	-	-	-	8	-	-	-	-	13
Hiking	7	5	12	31	33	12	31	18	-
Boating/Sailing/Cruising	7	5	9	-	-	6	-	-	-
Other Outdoor Activities	-	5	9	-	-	12	15	6	-
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	10	-	3	8	-	12	15	12	-
See Parks/Gardens	-	5	3	-	-	6	-	-	-
See Butchart Gardens	10	-	18	-	-	6	-	-	13
See Stanley Park/Aquarium	32	5	12	-	-	-	-	-	13
Sightsee/Tour Various Attractions									
Sightsee/Tour	36	60	39	54	67	41	54	65	50
Sightsee/Visit Victoria	7	10	15	-	-	-	-	-	13
Sightsee/Visit Vancouver	13	5	9	-	-	-	-	-	-
Specific Vancouver Attractions/Special Area	10	-	6	8	-	-	-	-	13
Specific Places/Areas in B.C.	10	10	3	15	-	6	-	-	-

continued...

NORTHERN CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	31	20	33	13	3	17	13	17	8
	%								
Cultural									
Visit Museums	13	25	21	8	-	6	8	-	13
Historical Sites/Learn About Indian/B.C. Culture	3	5	-	-	-	-	-	6	-
Relax/Shop/Just Visit									
Visit Relatives/Friends	-	5	-	-	-	6	-	12	-
Shopping	13	-	9	-	-	-	15	-	13
Try Different Restaurants/ Types of Food/Ethnic	10	-	6	8	-	-	8	-	-
Relax/Enjoy Holiday/Meet People	-	-	3	8	33	6	-	-	-
General									
Rides Ferry/Ferries	-	10	3	-	-	6	-	6	-
Other	3	5	9	15	-	12	-	12	13
Don't Know	-	-	3	-	-	-	-	-	-

12. On that visit what kinds of things would you like to see and do in B.C.?

CROSS-TABULATED BY

11. What areas of the Province would you like to visit during your next visit to B.C.?

SOUTHERN CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	37	23	39	8	5	23	16	8	5
	%								
Outdoor Activities									
Camping	11	9	13	13	40	22	25	25	20
Fishing	8	22	10	25	-	9	13	13	20
Skiing	5	9	8	25	-	4	6	-	20
Hiking	5	9	5	13	20	17	13	25	20
Boating/Sailing/Cruising	-	-	-	-	-	-	-	-	40
Other Beach/Ocean Activities	3	4	3	-	-	4	-	-	-
Other Outdoor Activities	5	9	5	13	20	-	13	13	20
Visit Parks and Gardens									
Visit Wildlife/Nature Parks	11	9	13	13	20	22	25	13	-
See Butchart Gardens	11	4	15	-	-	-	-	-	-
See Stanley Park/Aquarium	11	4	8	-	20	-	-	-	-
Sightsee/Tour Various Attractions									
Sightsee/Tour	46	57	41	50	40	65	56	38	40
Sightsee/Visit Victoria	11	26	23	13	-	4	13	-	-
Sightsee/Visit Vancouver	14	4	10	-	-	-	6	13	-
Gastown/Chinatown	5	-	3	-	-	4	6	-	-
Specific Vancouver Attractions/Special Area	3	-	3	-	-	-	-	-	-
Specific Places/Areas in B.C.	-	-	-	-	-	-	-	-	20

continued...

SOUTHERN CALIFORNIA:

1 = Vancouver
2 = Vancouver Island
3 = Victoria
4 = Mountains/Kootenays
5 = Okanagan/Kamloops
6 = Cariboo/North
7 = Banff/Lake Louise
8 = Other B.C.
9 = Don't Know

	Q.11								
	1	2	3	4	5	6	7	8	9
BASE	37	23	39	8	5	23	16	8	5
	%								
Cultural									
Visit Museums	8	4	13	-	-	4	13	13	-
Theatre/Cultural Events	-	4	3	-	-	-	-	-	-
Historical Sites/Learn About Indian/B.C. Culture	-	-	-	-	-	-	-	-	20
Relax/Shop/Just Visit									
Visit Relatives/Friends	3	4	3	-	-	-	6	-	-
Shopping	11	4	8	-	-	-	-	-	-
Try Different Restaurants/ Types of Food/Ethnic	-	4	5	-	-	-	6	-	-
Relax/Enjoy Holiday/Meet People	3	4	3	-	20	9	-	13	-
General									
Rides Ferry/Ferries	8	9	10	-	-	13	-	-	-
Other	5	4	-	13	20	4	-	13	20
Don't Know	-	-	-	-	-	-	-	13	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Car	80	84	78	79	81
Car and Trailer	4	-	5	9	3
R.V.	7	4	6	10	13
Plane	30	24	38	17	26
Train	5	5	5	6	8
Bus	12	12	14	9	10
Boat Cruise	2	4	-	5	4
Other	4	5	2	5	6
Don't Know	-	-	-	1	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

TOTAL CALIFORNIA	34 and Under	35 - 54	55+
BASE	82	181	84
	%		
Car	91	84	62
Car and Trailer	1	4	8
R.V.	2	8	11
Plane	12	36	36
Train	6	4	6
Bus	9	10	18
Boat Cruise	2	3	2
Other	11	2	1
Don't Know	-	1	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

SAN FRANCISCO AND AREA	34 and Under	35 - 54	55+
BASE	20	44	19
		%	
Car	80	86	84
R.V.	5	5	-
Plane	15	27	6
Train	5	5	1
Bus	10	14	2
Boat Cruise	5	2	1
Other	10	5	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

L.A. AND AREA	34 and Under	35 - 54	55+
BASE	18	47	22
		%	
Car	94	85	50
Car and Trailer	-	4	9
R.V.	-	4	14
Plane	6	45	50
Train	6	4	5
Bus	11	11	23
Other	11	-	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

NORTHERN CALIFORNIA	34 and Under	35 - 54	55+
BASE	25	45	17
		%	
Car	96	78	59
Car and Trailer	-	9	24
R.V.	-	20	-
Plane	12	22	12
Train	4	7	6
Bus	-	11	18
Boat Cruise	4	4	6
Other	8	2	6
Don't Know	-	2	-

13. And what methods of transportation do you think you'll use to travel to and around B.C.?

SOUTHERN CALIFORNIA	34 and Under	35 - 54	55+
BASE	24	40	26
		%	
Car	88	83	73
Car and Trailer	4	3	4
R.V.	4	13	23
Plane	21	30	23
Train	13	3	12
Bus	21	3	12
Boat Cruise	-	10	-
Other	17	3	-

14a. **(CALIFORNIA RESIDENTS ONLY)**

Would you consider flying to Seattle, renting a car and driving through B.C. and flying home from Vancouver or vise versa if there was no drop-off charge for the car?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	347	83	87	87	90
	%	%			
Yes	74	72	78	70	68
No	24	24	20	29	32
Don't Know	2	4	2	1	-

15a. Would you recommend to your friends that they visit B.C.?

	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	347	83	87	87	90
	%	%			
Yes	99	99	99	100	100
No	1	1	1	-	-

15b. Why would you recommend it?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	344	82	86	87	90
	%		%		
The People/Lifestyle					
Friendly People	27	33	22	31	30
Slower Paced Lifestyle/ Relaxed Atmosphere	4	1	5	6	3
The Scenery/Environment/ Weather					
Beautiful B.C./Beautiful Scenery	51	52	52	47	50
Mountains	3	4	2	-	6
Ocean Nearby/Water	1	1	-	-	3
Parks/Gardens/Greenery	2	-	2	-	6
Good Weather	4	2	5	2	3
The B.C. Experience					
Clean City/Province/ Clean Air	8	11	5	12	10
Visit Specific Victoria Attractions/See Victoria	1	1	-	1	2
Visit Specific Vancouver Attractions/See Vancouver	2	1	2	2	3
B.C. is so Different/ A Change From California	2	-	2	1	3
Would be a Nice/Interesting Place to Visit/Should See B.C.	16	17	16	14	14
Good Restaurants/Accommodations	1	2	1	1	1

15b. continued...

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	344	82	86	87	90
	%	%			
General					
Enjoyed Visit/Had a Good Time	25	27	24	31	19
Lots to See and Do	10	11	9	14	8
Outdoor Activities	2	2	1	2	2
Expo/Visit Expo	4	2	6	3	2
Its Close By/Easy to Get To	-	-	-	-	1
Good Monetary Exchange/ Exchange Rate	2	2	1	2	-
Good Prices/Inexpensive	1	2	-	3	1
Other	6	9	4	12	7

15b. Why would you not recommend it?

(As only 1% of Californians answering question 15a replied that they would not recommend B.C. to their friends, the table for question 15b was not included.)

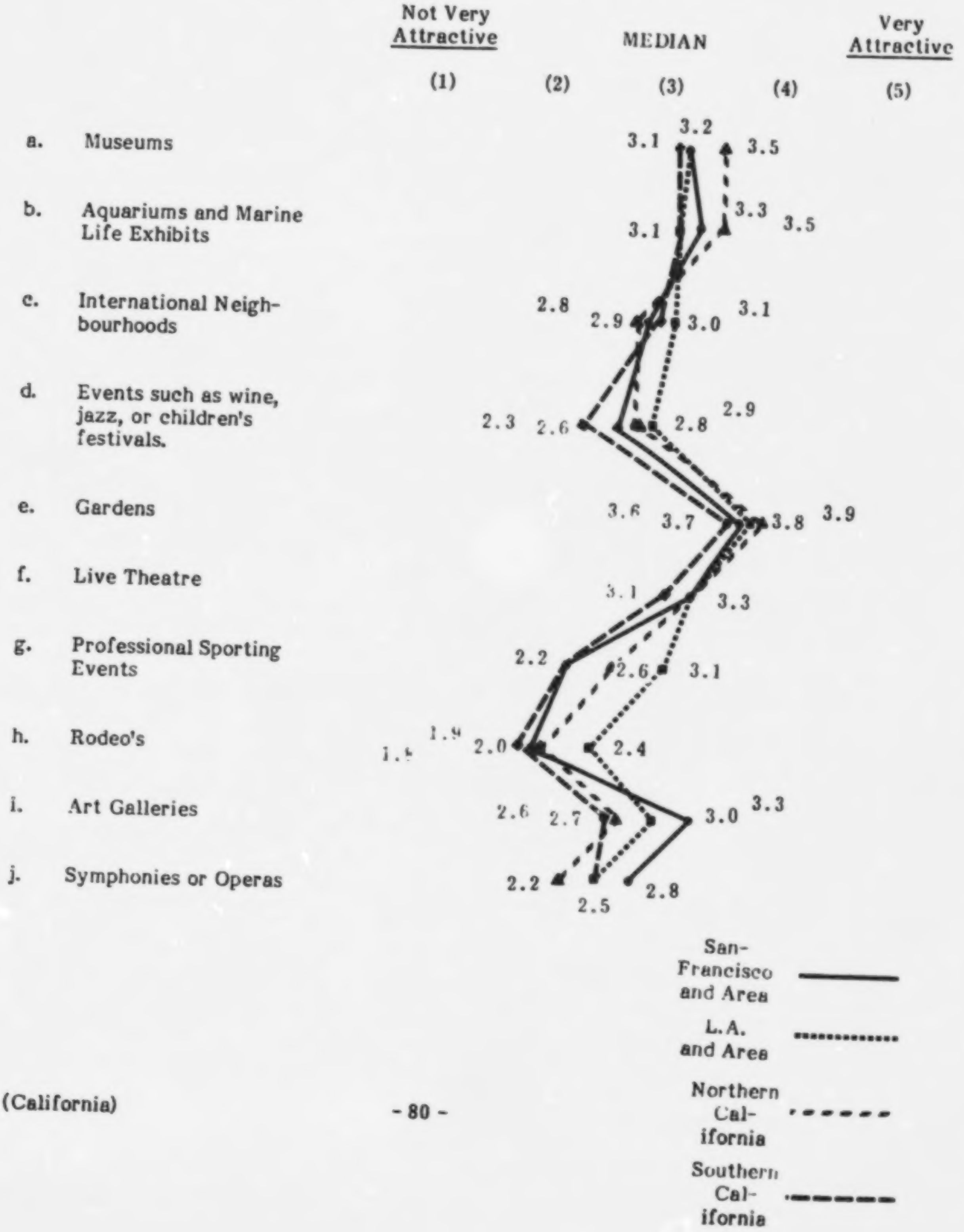
16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
a. Museums					
1...Not Very Attractive	3	2	2	5	8
2	8	11	6	8	8
3	31	30	37	17	31
4	33	31	35	39	24
5...Very Attractive	25	25	21	31	29
MEDIAN	3.2	3.2	3.2	3.5	3.1
b. Aquariums and Marine Life Exhibits					
1...Not Very Attractive	3	4	3	1	2
2	9	5	12	7	11
3	30	29	32	23	33
4	31	45	25	37	26
5...Very Attractive	26	18	28	32	28
MEDIAN	3.2	3.3	3.1	3.5	3.1
c. International Neighbourhoods					
1...Not Very Attractive	5	5	5	8	1
2	14	16	13	14	14
3	30	34	25	35	34
4	34	29	37	29	38
5...Very Attractive	18	17	21	15	12
MEDIAN	3.0	2.9	3.1	2.8	3.0

16.	continued...	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
	BASE	347	83	87	87	90
		%	%			
d.	**Events such as wine, jazz, or children's festivals.**					
	1...Not Very Attractive	12	10	13	12	17
	2	16	23	13	10	26
	3	29	30	29	33	20
	4	27	31	25	24	28
	5...Very Attractive	16	6	21	21	9
	Don't Know	-	-	-	-	1
	MEDIAN	2.8	2.6	2.9	2.8	2.3
e.	**Gardens**					
	1...Not Very Attractive	1	1	1	1	3
	2	6	5	6	8	7
	3	20	21	20	16	22
	4	30	33	29	29	31
	5...Very Attractive	43	41	45	46	37
	MEDIAN	3.8	3.7	3.8	3.9	3.6
f.	**Live Theatre**					
	1...Not Very Attractive	4	6	2	2	9
	2	14	13	14	17	13
	3	24	21	25	22	26
	4	31	30	33	28	28
	5...Very Attractive	27	30	25	31	24
	MEDIAN	3.3	3.3	3.3	3.3	3.1
g.	**Professional Sporting Events**					
	1...Not Very Attractive	18	25	12	18	29
	2	15	19	14	14	14
	3	26	28	22	32	29
	4	21	18	26	16	8
	5...Very Attractive	21	10	26	20	20
	MEDIAN	2.7	2.2	3.1	2.6	2.2

16. continued...	Total Cal-ifornia	San-Francisco and Area	L.A. and Area	Northern Cal-ifornia	Southern Cal-ifornia
BASE	347	83	87	87	90
	%	%			
h. Rodeo's					
1...Not Very Attractive	23	30	18	23	27
2	24	23	22	26	30
3	24	23	24	26	19
4	20	21	22	13	18
5...Very Attractive	10	4	14	12	7
MEDIAN	2.1	1.9	2.4	2.0	1.8
i. Art Galleries					
1...Not Very Attractive	7	5	7	8	10
2	14	16	8	17	26
3	31	21	36	36	22
4	28	30	28	25	27
5...Very Attractive	21	29	22	14	16
MEDIAN	3.0	3.3	3.0	2.7	2.6
j. Symphonies or Operas					
1...Not Very Attractive	16	17	14	22	16
2	20	15	20	24	24
3	28	24	33	21	20
4	23	31	21	18	22
5...Very Attractive	14	13	13	15	18
MEDIAN	2.5	2.8	2.5	2.2	2.5

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:



17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Yes	25	25	24	31	21
No	75	75	76	69	78
Don't Know	-	-	-	-	1

18a. Did you book any accommodation before your trip?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Yes	67	65	69	64	70
No	33	35	31	36	30

18b. On your next trip to B.C. will you book your accommodation in advance?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	347	83	87	87	90
	%	%			
Yes	78	82	78	75	77
No	21	18	21	25	23
Don't Know	1	-	1	-	-

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TOTAL CALIFORNIA

	Q.17		
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.	Don't Know
BASE	87	259	1
	%		
Yes	53	72	100
No	47	28	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

TOTAL CALIFORNIA

	Q.17		
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.	Don't Know
BASE	87	259	1
	%		
Yes	70	81	-
No	30	18	100
Don't Know	-	1	-

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

SAN FRANCISCO AND AREA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	21	62
	%	
Yes	43	73
No	57	27

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

SAN FRANCISCO AND AREA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	21	62
	%	
Yes	67	87
No	33	13

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

L.A. AND AREA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	21	66
	%	
Yes	52	74
No	48	26

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

L.A. AND AREA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	21	66
	%	
Yes	71	80
No	29	18
Don't Know	-	2

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

NORTHERN CALIFORNIA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	27	60
	%	
Yes	59	67
No	41	33

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

NORTHERN CALIFORNIA

	Q.17	
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.
BASE	27	60
	%	
Yes	59	82
No	41	18

18a. Did you book any accommodation before your trip?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

SOUTHERN CALIFORNIA	Q.17		
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.	Don't Know
BASE	19	70	1
	%		
Yes	63	71	100
No	37	29	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

SOUTHERN CALIFORNIA	Q.17		
	Yes, Have Friends or Relatives in B.C.	No, Do Not Have Friends or Relatives in B.C.	Don't Know
BASE	19	70	1
	%		
Yes	90	74	-
No	11	26	100

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

TOTAL CALIFORNIA

	Q.18a Booked Some Accommodation	Q.18a Did Not Book Any
BASE	234	113
	%	%
Yes	89	56
No	10	44
Don't Know	1	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

SANFRANCISCO AND AREA

	Q.18a Booked Some Accommodation	Q.18a Did Not Book Any
BASE	54	29
	%	%
Yes	94	59
No	6	41

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

L.A. AND AREA

	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	60	27
	%	
Yes	88	56
No	10	44
Don't Know	2	-

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

NORTHERN CALIFORNIA

	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	56	31
	%	
Yes	86	55
No	14	45

18b. On your next trip to B.C. will you book your accommodation in advance?

CROSS-TABULATED BY

18a. Did you book any accommodation before your trip?

SOUTHERN CALIFORNIA

	Q.18a	
	Booked Some Accommodation	Did Not Book Any
BASE	63	27
	%	
Yes	87	52
No	13	48

18c. Why is that (will not book accommodation in advance)?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	74	15	18	22	21
	%	%			
Stay With Relatives/Friends	28	47	28	27	5
Lots of Accommodation Available/Less Crowded	17	13	11	23	33
Like to Compare/See Hotel/ Don't Like to Book in Advance	11	7	17	5	5
No Need/Motorhome/Camping	17	7	11	23	38
Freedom From Schedules/ Visiting Different Areas	26	20	33	18	19
Other	5	7	6	-	10
Don't Know/Not Stated	1	-	-	5	-

DEMOGRAPHICS

19. Into which of the following age categories do you fit?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
15 - 19	4	3	5	2	4
20 - 24	4	5	3	7	4
25 - 34	16	17	13	20	20
35 - 44	32	29	37	29	26
45 - 54	19	22	17	23	19
55 - 64	16	18	16	10	20
65+	9	7	9	9	9
MEDIAN	42	43	42	41	43

20a. What is the highest level of education that you completed?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%	%			
Some/Less Than High School	4	5	2	7	5
High School Graduate	17	16	18	22	12
Post Secondary	79	79	80	71	82
Refused/Not Stated	-	-	-	-	1

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

TOTAL CALIFORNIA	34 and Under	35 - 54	55+
BASE	97	208	98
	%		
Some/Less Than High School	9	1	5
High School Graduate	12	13	32
Post Secondary	76	87	63
Refused/Not Stated	1	-	-

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

SAN FRANCISCO AND AREA	34 and Under	35 - 54	55+
BASE	25	51	25
	%		
Some/Less Than High School	12	-	8
High School Graduate	8	18	20
Post Secondary	80	82	72

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

L.A. AND AREA	34 and Under	35 - 54	55+
BASE	21	54	25
		%	
Some/Less Than High School	10	-	-
High School Graduate	14	9	40
Post Secondary	76	91	60

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

NORTHERN CALIFORNIA	34 and Under	35 - 54	55+
BASE	29	52	19
		%	
Some/Less Than High School	7	6	11
High School Graduate	17	17	42
Post Secondary	76	77	47

20a. What is the highest level of education that you completed?

CROSS-TABULATED BY

19. Into which of the following age categories do you fit?

SOUTHERN CALIFORNIA	34 and Under	35 - 54	55+
BASE	28	45	29
	%		
Some/Less Than High School	7	-	10
High School Graduate	14	11	10
Post Secondary	75	89	79
Refused/Not Stated	4	-	-

20b. In total, how many years of full-time post secondary have you completed?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	317	80	80	71	84
	%	%			
1 Year	9	10	9	10	10
2 Years	24	16	29	17	24
3 Years	9	8	6	13	14
4 Years	26	29	28	25	14
5 Years	11	18	8	13	12
6 Years	6	5	6	11	1
7 Years	6	3	8	3	10
8 Years or More	10	13	8	8	14
Refused	-	-	-	-	1
AVERAGE	4.4	4.4	4.5	4.0	4.3

21. And finally for classification purposes only, please tell me to the nearest thousand what your total household income before taxes was for 1985?

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%		%		
Less Than $15,000	2	3	1	5	1
$15,000 to $24,999	6	5	3	11	8
$25,000 to $34,999	10	6	9	13	13
$35,000 to $44,999	15	21	10	18	23
$45,000 or More	46	47	54	27	32
Refused/Don't Know	23	19	23	26	24
MEDIAN INCOME	$46,100	$46,300	$47,900	$39,400	$42,400

22. Sex of respondent.

	Total California	San-Francisco and Area	L.A. and Area	Northern California	Southern California
BASE	403	101	100	100	102
	%		%		
Male	40	38	41	35	44
Female	60	62	59	65	56

APPENDIX I

Copy of the Questionnaire

MARKTREND
MARKETING RESEARCH INC

JOB NO: 86-082
QUESTIONNAIRE NO: 1 ☐ ☐ ☐

☐

☐

TIME INTERVIEW STARTED ____________ pm

B.C. VISITOR SURVEY

May I speak to ______________. Hello/Good Morning. My name is ______________ from Marktrend Marketing Research in Vancouver. During your visit to Expo you agreed to participate in our survey of visitors to B.C. Can you please take 6 to 8 minutes now to answer some questions.

IF NO: Ask for a convenient time to call and record in call-back section.

1a. How many nights in TOTAL were you away from home for this trip?

______________________ nights ☐☐

b. Of those, how many nights in TOTAL did you spend in British Columbia?

______________________ nights ☐☐

2a. Where in B.C. did you stay overnight? **PROBE**...Anywhere else?
MULTIPLE RESPONSE **DO NOT READ**

	Q.2a	Q.2b	Q.2c Before	Q.2c During
Greater Vancouver............. 01	☐☐			
Vancouver Island	☐☐	______________	1	2 ☐
ASK FOR SPECIFIC AREAS ON THE ISLAND	☐☐			
Nanaimo.................. 02	☐☐	______________	1	2 ☐
Victoria................. 03	☐☐	______________	1	2 ☐
Campbell River........... 04	☐☐	______________	1	2 ☐
North Island............. 05		______________	1	2 ☐
Other (specify)	☐☐			
______________ 06	☐☐	______________	1	2 ☐
______________ 07	☐☐	______________	1	2 ☐
______________ 08		______________	1	2 ☐
Kamloops..................... 20	☐☐	______________	1	2 ☐
Okanagan..................... 21	☐☐	______________	1	2 ☐
Yellowhead................... 22	☐☐	______________	1	2 ☐
Radium....................... 23		______________	1	2 ☐
Kootenays.................... 24	☐☐	______________	1	2 ☐
Whistler..................... 25	☐☐	______________	1	2 ☐
Banff........................ 26	☐☐	______________	1	2 ☐
Lake Louise.................. 27		______________	1	2 ☐
Other (specify)				
______________ 28		______________	1	2 ☐
______________ 29		______________	1	2 ☐
______________ 30		______________	1	2 ☐

IF ONLY GREATER VANCOUVER GO TO Q.3

ASK FOR EACH AREA OTHER THAN GREATER VANCOUVER GIVEN AS VISITED IN Q.2a

b. Please tell me what you remember most strongly about your visit to (responses named in Q.2a)? **RECORD ABOVE**

c. Did you plan to visit (responses named in Q.2a) before your trip began or did you only decide to visit that area once you got to B.C.? **RECORD ABOVE**

3. Apart from Expo, what would you say was the highlight of your trip to British Columbia?

IF "THE LOCAL RESIDENTS"
RECORD, AND PROBE FOR AT LEAST TWO OTHER REASONS

60 61 62 63 64 65

4. What is it about British Columbia other than Expo that you remember most vividly? **PROBE**

66 67 68 69 70 71

5a. Was there anything about any part of your visit to British Columbia that surprised you?

Yes.......................... 1
No........................... 2 GO TO Q.6a

72

b. What was that? **PROBE**

73 74 75 76 77 78

2

6a. How would you say Vancouver differs from cities in your area? **PROBE**

79 80 5 6 7 8

b. How would you say British Columbia differs from (respondent's province or state of residence)? **PROBE**

9 10 11 12 13 14

7. Before your trip, what did you imagine B.C. would be like? **PROBE**

15 16 17 18 19 20

8a. Would you say your trip to British Columbia, apart from Expo:

READ	Exceeded Your Expectations.........	1	☐ 31
	Met Your Expectations..............	2	
or	Did Not Meet Your Expectations.....	3	

b. Why do you say that? **PROBE**

____

____

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☐☐ 32 33
☐☐ 34 35
☐☐ 36 37

9a. Thinking about your vacations in the next few years, will you be likely to return to British Columbia?

Yes...........................	1	GO TO Q.10a	☐ 38
No............................	2		

b. Why is that? **PROBE**

____

____

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☐☐ 29 30
☐☐ 31 32
☐☐ 33 34

c. What would it take to bring you back to B.C.? **PROBE**

____

____

____

☐☐ 35 36
☐☐ 37 38
☐☐ 39 40

GO TO Q.19

10a. When do you think that will be? **PROBE FOR A SPECIFIC RESPONSE**

Under 1 Year..................	1	☐ 41
1 - 2 Years...................	2	
3 - 5 Years...................	3	
6 - 10 Years..................	4	
Over 10 Years.................	5	
Other (specify)...............	6	
______________________________		
Don't Know....................	8	

b. During which of the following periods would you be likely to visit B.C. for a vacation?

		Yes	No	
READ LIST	March to June........... (Spring)	1	2	☐ 42
	July to August.......... (Summer)	1	2	☐ 43
	September to October.... (Fall)	1	2	☐ 44
	November to February.... (Winter)	1	2	☐ 45

11. What areas of the Province would you like to visit during your next visit to B.C.? **PROBE** **MULTIPLE RESPONSE**

DO NOT READ LIST

Vancouver.................... 1 ☐ 46
Vancouver Island............. 1 ☐ 47
Victoria..................... 1 ☐ 48
Mountain Areas............... 1 ☐ 49
Kamloops..................... 1 ☐ 50
Cariboo...................... 1 ☐ 51
North........................ 1 ☐ 52
Okanagan..................... 1 ☐ 53
Kootenays.................... 1 ☐ 54
Banff........................ 1 ☐ 55
Lake Louise.................. 1 ☐ 56
Other (specify)
______________________________ ☐ 57
______________________________ ☐ 58
______________________________ ☐ 59
All Areas/Just Tour Around.... 1 ☐ 60
Don't Know................... 1 ☐ 61

12. On that visit what kinds of things would you like to see and do in B.C.? **PROBE**

____ ☐☐ 62 63
____ ☐☐ 64 65
____ ☐☐ 66 67

13. And what methods of transportation do you think you'll use to travel to and around B.C.? **PROBE** **MULTIPLE RESPONSE**

DO NOT READ LIST

Car.......................... 1 ☐ 68
Car and Trailer.............. 1 ☐ 69
R.V.......................... 1 ☐ 70
Plane........................ 1 ☐ 71
Train........................ 1 ☐ 72
Bus.......................... 1 ☐ 73
Boat Cruise.................. 1 ☐ 74
Other (specify).............. 1 ☐ 75
____
____

14a. **CALIFORNIA ONLY**

Would you consider flying to Seattle, renting a car and driving through B.C. and flying home from Vancouver or vise versa if there was no drop-off charge for the car?

Yes.......................... 1
No........................... 2
☐ 76

b. **ONTARIO ONLY**

Would you consider flying to Calgary, renting a car and driving through B.C. and flying home from Vancouver or vise versa if there was no drop-off charge for the car?

Yes.......................... 1
No........................... 2
☐ 77

15a. Would you recommend to your friends that they visit B.C.?

Yes.......................... 1
No........................... 2

☐ 78

3 ☐ ☐ ☐ 2 3 4

b. Why is that? **PROBE**

YES: ____________________
____

NO: ____________________
____

☐☐ 79 80
☐☐ 5 6
☐☐ 7 8
☐☐ 9 10
☐☐ 11 12
☐☐ 13 14

16. Would you please rate the attractiveness of the following that could be available in a vacation area, using a 1 to 5 scale. A rating of **ONE** means it is not very attractive to you personally, up through 2, 3, and 4 to **FIVE** which means the facility is very attractive to you. Now how attractive are:

		Not Very Attractive				Very Attractive	
a.	Museums	1	2	3	4	5	☐ 15
b.	Aquariums and Marine Life Exhibits	1	2	3	4	5	☐ 16
c.	International Neighbourhoods	1	2	3	4	5	☐ 17
d.	Events such as wine, jazz, or children's festivals.	1	2	3	4	5	☐ 18
e.	Gardens	1	2	3	4	5	☐ 19
f.	Live Theatre	1	2	3	4	5	☐ 20
g.	Professional Sporting Events	1	2	3	4	5	☐ 21
h.	Rodeo's	1	2	3	4	5	☐ 22
i.	Art Galleries	1	2	3	4	5	☐ 23
j.	Symphonies or Operas	1	2	3	4	5	☐ 24

Now for some information about your recent visit and yourself.

17. Do you have friends or relatives in B.C. that you visited or plan to visit on future trips to B.C.?

Yes.......................... 1
No........................... 2

☐ 35

18a. Did you book any accommodation before your trip?

Yes.......................... 1
No........................... 2

☐ 36

18b. On your next trip to B.C. will you book your accommodation in advance? ☐ 31

Yes	1	GO TO Q.19
No	2	

c. Why is that? **PROBE** ☐☐ ☐☐ ☐☐

____

____

____

19. Into which of the following age categories do you fit? ☐ 34

READ	15 - 19	1
	20 - 24	2
	25 - 34	3
	35 - 44	4
	45 - 54	5
	55 - 64	6
	65+	7
DO NOT READ	Refused	8

20a. What is the highest level of education that you completed? ☐ 35
READ ONLY FOR CLARIFICATION

	Some/Less Than High School	1	GO TO Q.21
	High School Graduate	2	GO TO Q.21
	Post Secondary	3	
DO NOT READ	Refused	7	GO TO Q.21

b. In total, how many years of full-time post secondary have you completed? ☐☐ 36 37

1 Year	01
2 Years	02
3 Years	03
4 Years	04
5 Years	05
6 Years	06
7 Years	07
8 Years	08
Other (specify)	09
Refused	97
Don't Know	98

21. And finally for classification purposes only, please tell me to the nearest thousand what your total household income before taxes was for 1985? ☐☐

$____________________

Refused..................97

22. **INTERVIEWER:** Indicate sex of respondent. ☐

Male	1
Female	2

THANK RESPONDENT AND CLOSE INTERVIEW

TIME INTERVIEW ENDED __________ **pm**

APPENDIX II

Explanation of Weighting Techniques for Southern Ontario

The following population statistics were used to weight the Total Southern Ontario data:

	Actual 1985 Population	Actual Percent	Sample Size	Weight* Factor
Other Southern Ontario	1,329,633	25.8	100	0.53
Toronto CMA	3,823,200	74.2	104	1.45
Total Southern Ontario	5,152,833		204	

* In order to obtain the weight factors, the total Ontario sample size was multiplied by the actual percentages for each area. This produced what the sample size for each area would have had to have been in order to accurately represent the total area. Once these numbers were determined they were divided by the actual sample size for that area. The result of this division gave the weight factor needed for each area in order to accurately represent the population for Total Southern Ontario. This weighting may cause base numbers to differ slightly from some area sub-totals.

APPENDIX III

Explanation of Weighting Techniques for California

The following population statistics were used to weight the Total California data:

	Actual 1985 Population	Actual Percent	Sample Size	Weight* Factor
San Francisco and Area	5,737,400	22.1	101	0.89
L.A. and Area	12,525,100	48.3	100	1.95
Northern California	4,372,600	16.9	100	0.68
Southern California	3,294,300	12.7	102	0.50
Total California	25,929,400		403	

* In order to obtain the weight factors, the total California sample size was multiplied by the actual percentages for each area. This produced what the sample size for each area would have had to have been in order to accurately represent the total area. Once these numbers were determined they were divided by the actual sample size for that area. The result of this division gave the weight factor needed for each area in order to accurately represent the population for Total California. This weighting may cause base numbers to differ slightly from some area sub-totals.